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ABSTRACT

This Job Function Booklet (Thinking in Pictures) is one of the 14 components (see note) of the Career Alert Planning (CAP) program, a set of individualized materials designed to help participants find out about themselves and about the kind of work for which they are suited. In this program, participants become acquainted with occupations that are representative of 10 basic job functions. They learn how these occupations relate to personal interests, abilities, skills, educational goals, experiences, and training. They consider the working conditions, salary, and employment outlook for each occupation. Finally, participants use this information to make decisions and plans about the careers they will pursue. This Job Function Booklet examines occupations which require thinking in pictures, one of the 10 basic job functions explored in the series, and describes four occupations related to this function: photographer, cartoonist, display artist, and commercial artist. The booklet contains the following sections: (1) an "explore" section, which describes the thinking in pictures job function and introduces the four occupations representative of it; (2) four "perform" sections, which contain work simulation activities related to each of the four occupations (e.g., "you are a photographer; your task is to decide how to crop your photographs"); these activities give participants "hands-on" experience in performing work-related tasks; and (3) four "decide" sections, which provide greater detail about the occupations and about working conditions, income, and education and experience required. Education and experience activities that can be undertaken by participants are suggested. (KC)

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TABLE OF CONTENTS

Page

EXPLORE 1

Photographer

PERFORM 25 11

DECIDE 25 21

Cartoonist

PERFORM 26 31

DECIDE 26 37

Display Artist

PERFORM 27 47

DECIDE 27 57

Commercial Artist

PERFORM 28 67

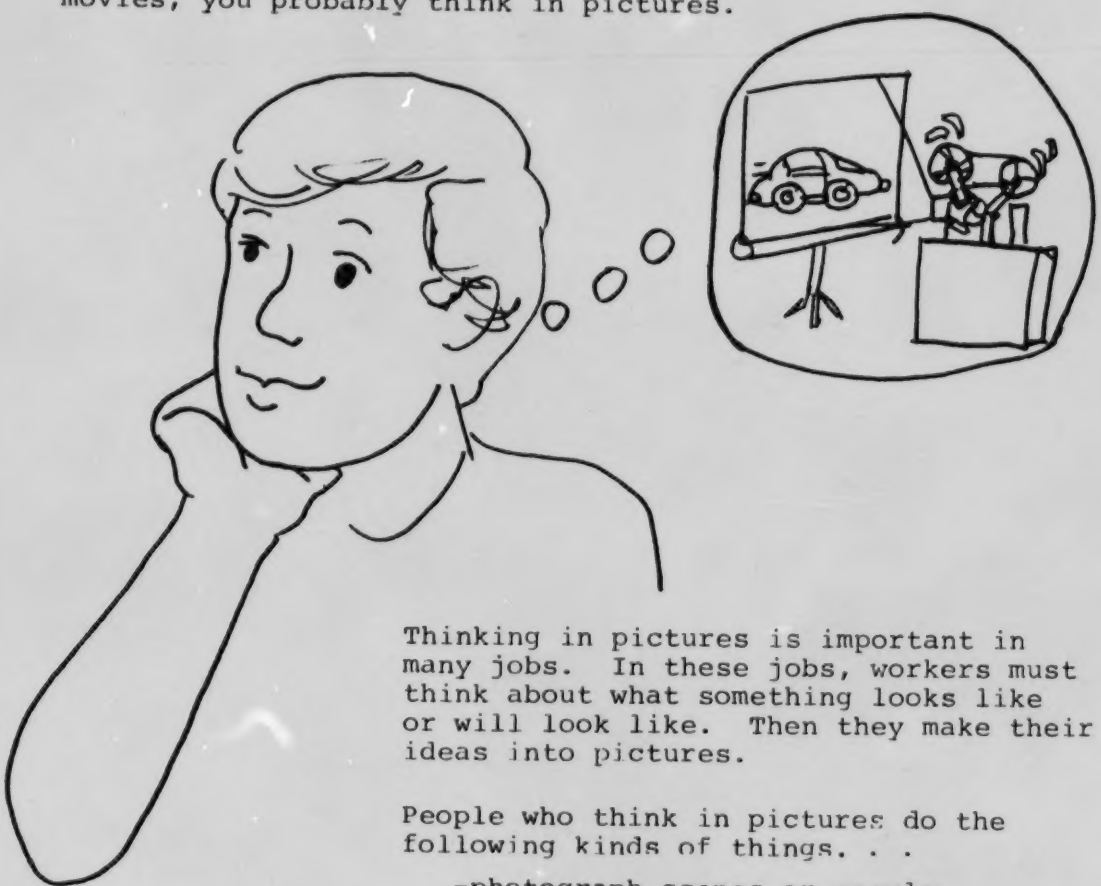
DECIDE 28 79

What is thinking in pictures?

EXPLORE

Thinking in pictures means being able to make pictures of the ideas in your mind. When you think in pictures, your mind makes a series of pictures--like a movie or a cartoon.

If your thoughts are sometimes like movies, you probably think in pictures.



Thinking in pictures is important in many jobs. In these jobs, workers must think about what something looks like or will look like. Then they make their ideas into pictures.

People who think in pictures do the following kinds of things. . .

- -photograph scenes or people
- -draw cartoons
- -draw sketches of ideas
- -design advertisements
- -make movie films
- -design clothes

People who think in pictures work with many other people. They must learn what these people like and want. Then they can decide how to express an idea or create an effect. People who think in pictures must have certain work maturity skills to work well with others. They must . . .

- -exhibit self-confidence
- -be open to new ways of doing things
- -take pride in their work
- -listen to and respect the opinions of others
- -complete tasks willingly and on time

Interests

People who think in pictures share many common interests. They enjoy . . .

- -sharing ideas with other people
- -drawing, painting, and sketching
- -telling stories with pictures
- -looking at something rather than reading about it
- -seeing colorful, attractive, and humorous things
- -choosing different ways to express ideas

Abilities

People who think in pictures have a number of similar abilities. They use their abilities to develop skills--skills that enable them to do a good job. To develop their job skills, people who think in pictures must have the ability to . . .

- -draw pictures of ideas
- -work with paint brushes, pens, charcoal, and other art tools
- -picture what something will look like
- -work quickly when necessary to meet deadlines
- -forget about everything but work when there is a lot to do
- -create things that people will look at

Do you feel you have some of the interests and abilities of people who think in pictures? Turn to the Thinking in Pictures Reaction Form in your Program Guide. Place a check in front of the interests and abilities you share with people who think in pictures.

Now you will meet four workers in thinking in pictures occupations. Read about these people. Imagine yourself in their jobs because . . .

Perhaps you would like a career in thinking in pictures.

Dan McCory
photographer

Photographers use cameras and film in their jobs. They take pictures of people and things. Some photographers take moving pictures. Others take still photographs.

Most of the pictures I take are in color, although I do take some pictures in black and white. Sometimes I crop the pictures or touch them up to make them look better. My pictures are used in newspapers and magazines.

Leona Tucker
cartoonist

I like telling stories with pictures and making people laugh. I like being a cartoonist.

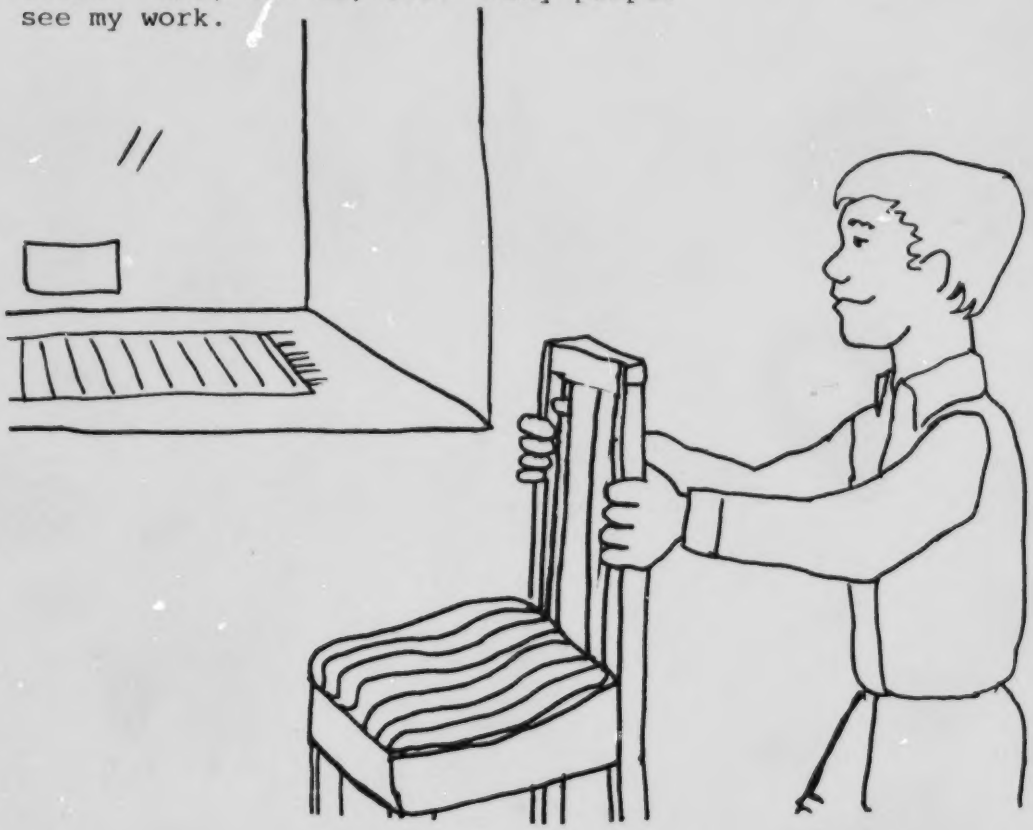
It is not always easy to think of new ideas. My cartoons tell a story--often about real people. I think about my cartoons a long time before I draw them.

It is hard work to be a cartoonist, but it is fun!

Byron Green
display artist

I like working with art materials and with furniture and clothing. I make window displays at Stanton's Department Store.

Window displays show people what they can buy in the store. When the displays are attractive, more people come into the store. Thus, window displays are a good form of advertisement for the store. And, for me, too. Many people see my work.



Susan Yee
commercial artist

I draw pictures that tell something about a person, company, or product. Some of my drawings tell about a store or a company. Some of my drawings tell about a product the store or company sells.

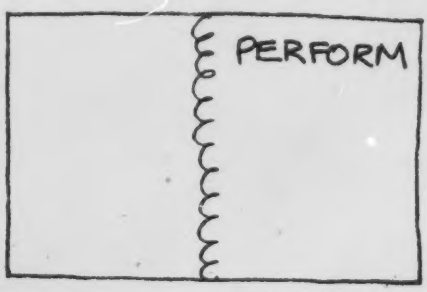
Commercial artists help stores or companies to become well known. Their drawings attract attention. They help people to know the good points about the things they draw.

Would you like to try out some jobs that these workers do?

yes ▶ Choose one of these occupations:

Occupation 25--Photographer
Occupation 26--Cartoonist
Occupation 27--Display Artist
Occupation 28--Commercial Artist

Then, turn to the proper PERFORM section of this Job Function booklet.



no ▶ Check your Self-Inventory Chart. Choose your next highest ranking job function. Get that Job Function booklet and read the EXPLORE section.

Photographer

PERFORM 25

Photographers use cameras. They take pictures of people and things. This takes a lot of skill. Photographers need art skills to take pictures that look nice. And, they need technical skills to work with cameras and develop film. Then they can perform their responsibilities.

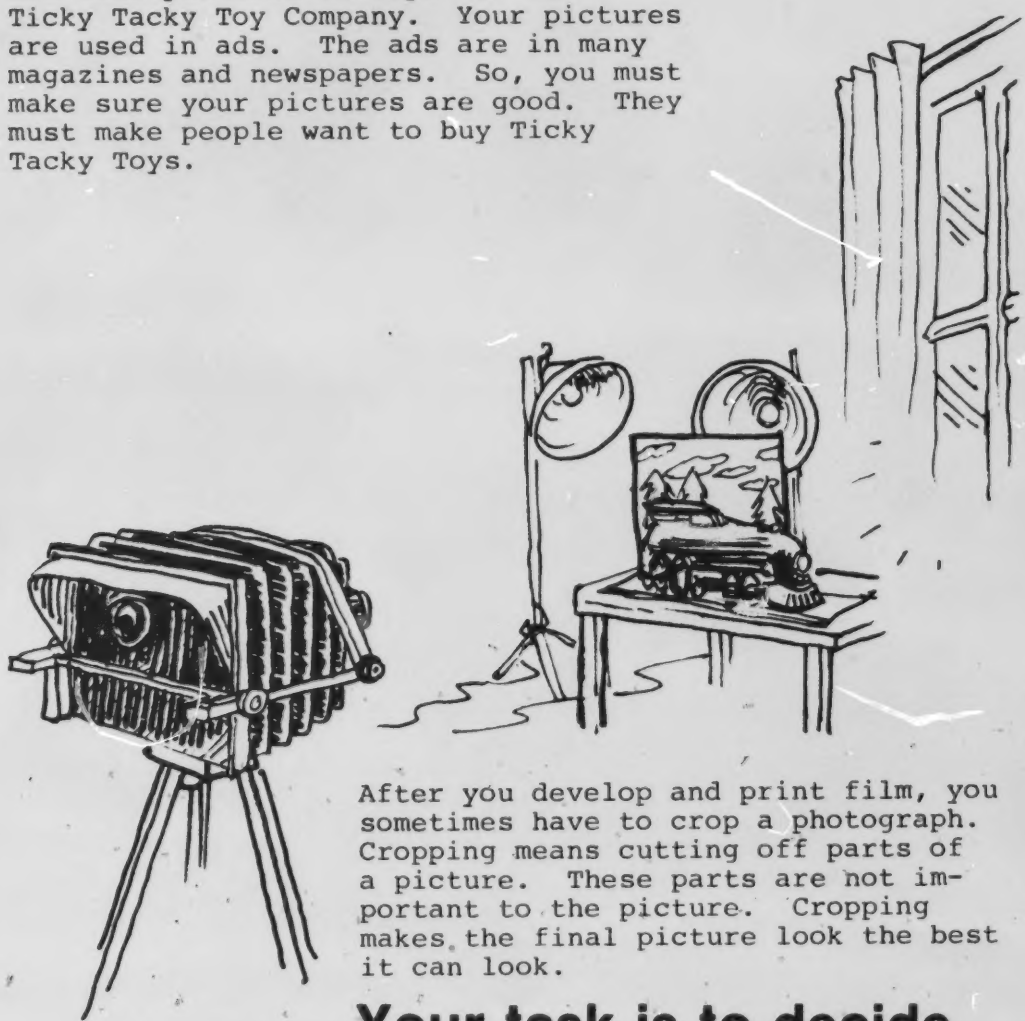
Responsibilities

1. Find a good subject or object to photograph.
2. Set up and adjust photographic equipment.
3. Use cameras to take pictures.
4. Develop and print film.
5. Mount and frame pictures.

You will learn about one task in developing and printing film as you PERFORM the following activity.

Imagine . . . YOU are a photographer.

You take pictures of toys for the Ticky Tacky Toy Company. Your pictures are used in ads. The ads are in many magazines and newspapers. So, you must make sure your pictures are good. They must make people want to buy Ticky Tacky Toys.



After you develop and print film, you sometimes have to crop a photograph. Cropping means cutting off parts of a picture. These parts are not important to the picture. Cropping makes the final picture look the best it can look.

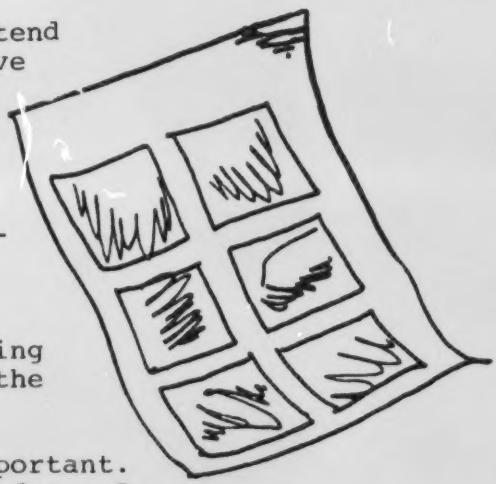
Your task is to decide how to crop your photographs.

This is what you must do:

Decide the first picture that will look better if it is cropped

STEP 1.

Turn to the pictures of toys on Worksheet 25a, Photographer. Pretend that these are photographs you have taken.



STEP 2.

Identify what is important and unimportant in each picture.

a. Look at the first photograph. What is the most important thing in this picture? Yes, it is the toy train.

b. Identify which parts are unimportant. Did you say the table and the drapes? Right!

STEP 3.

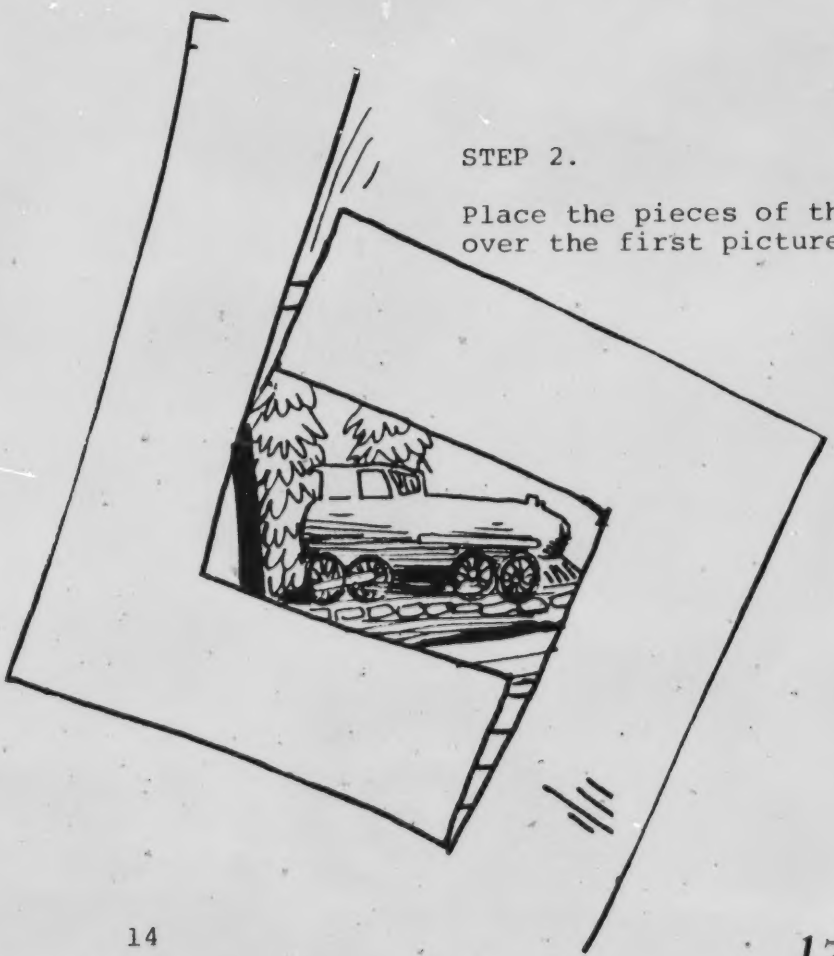
Ask yourself, "Could the picture be cropped so that the toy train stands out more?" Yes, this picture would be better if it were cropped.

yes

Align the cropping frame

STEP 1.

Turn to Worksheet 25b, Photographer, and cut out the two "L" shaped pieces. This is your cropping frame.



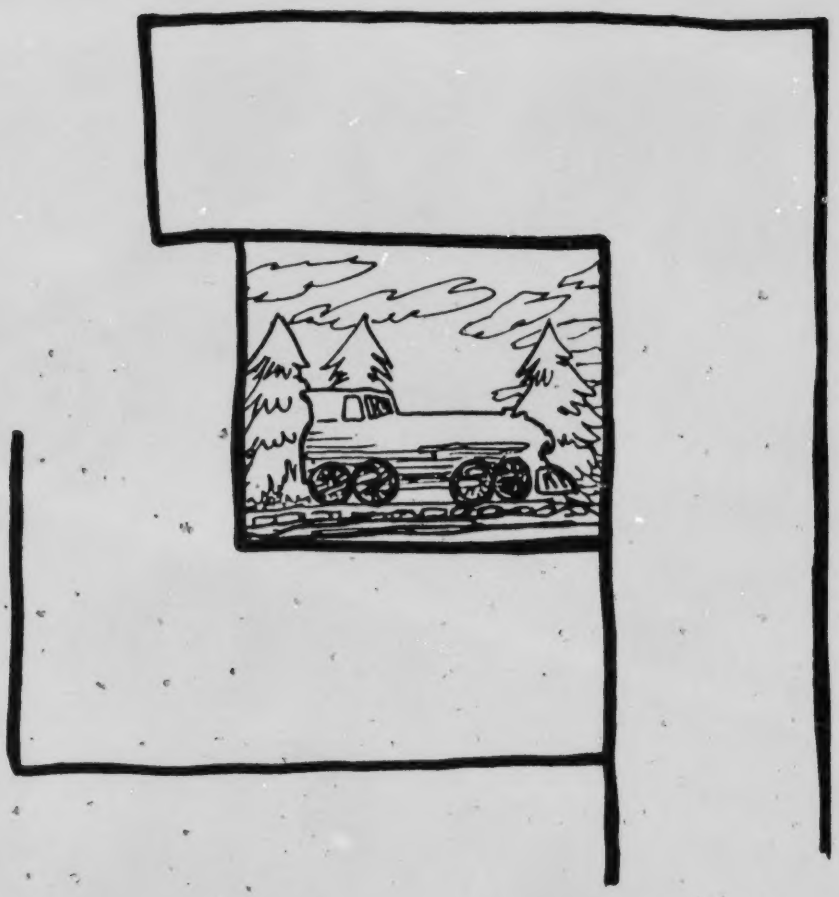
STEP 2.

Place the pieces of the cropping frame over the first picture, like this.

STEP 3.

Move the pieces of the frame in and out. Move them around until the picture inside looks like this.

This is a better picture than the large picture. The toy train seems more important.



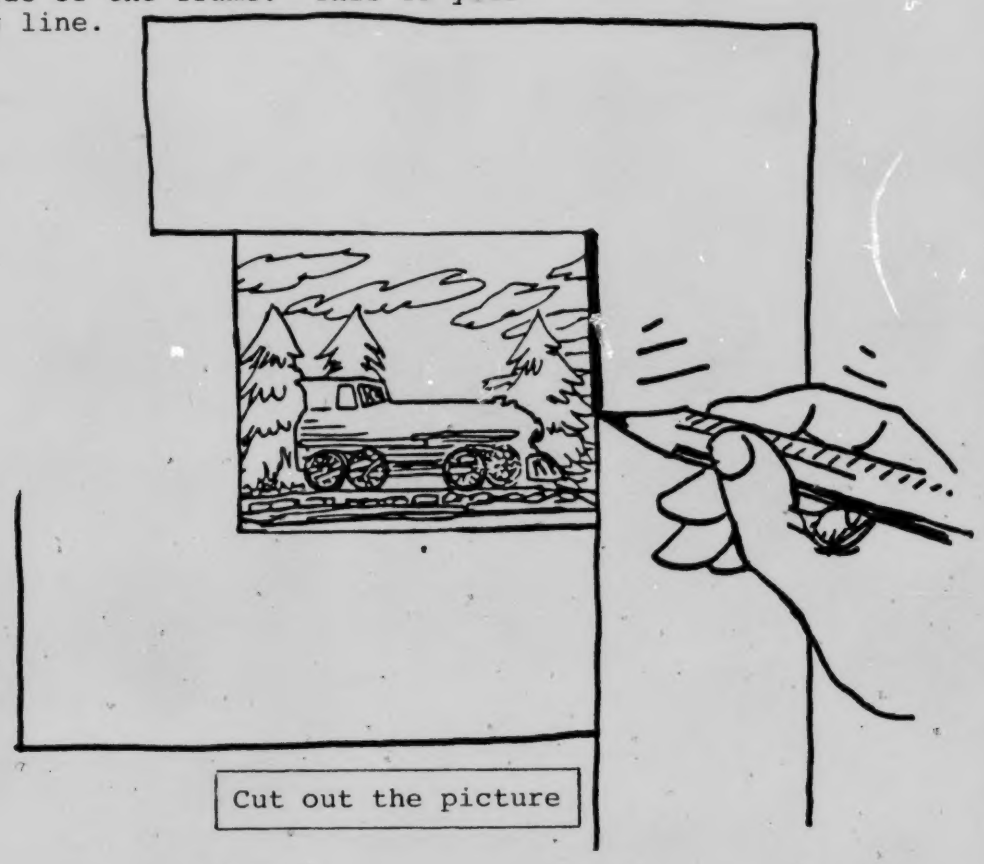
Draw the cropping line

STEP 1.

Hold the cropping frame down with one hand.

STEP 2.

Take your pencil and draw a line in the inside of the frame. This is your cropping line.



Cut out the picture

STEP 1.

Get a pair of scissors.

STEP 2.

Cut along the cropping line.

Crop the remaining pictures

STEP 1.

Decide if the pictures need to be cropped.

STEP 2.

Align the cropping frame.

STEP 3.

Draw in the cropping lines.

STEP 4.

Cut out the pictures.

STEP 5.

Display your pictures in the classroom.

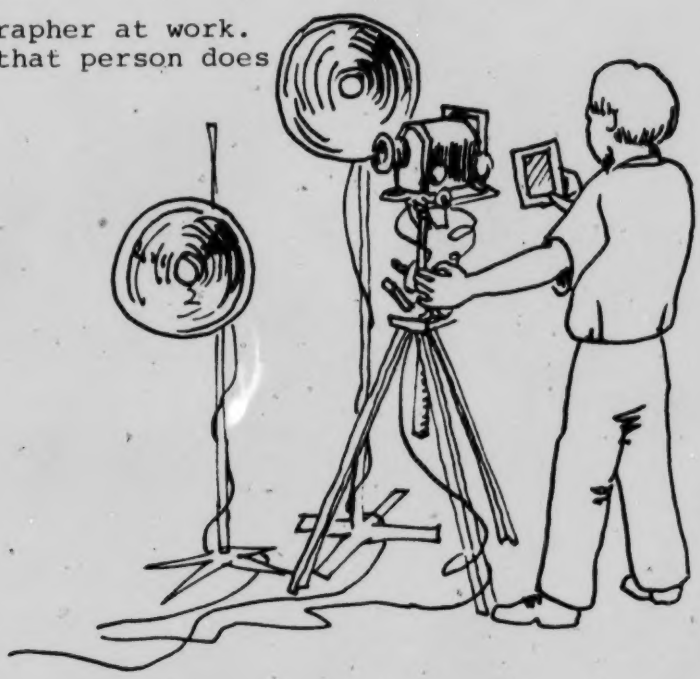
Now . . .

Turn to the Thinking in Pictures Reaction Form in your Program Guide. Find the Photographer page. Record your feelings about your interests and abilities in this activity. Return to this page.

Did you enjoy being a photographer? Yes? Then you may want to try

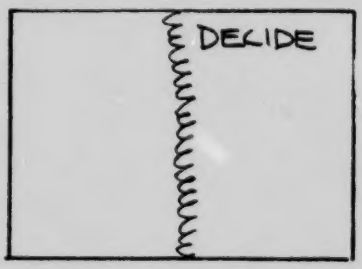
Some other activities:

1. Read books about photography.
2. Practice taking pictures.
3. Visit a photographer at work. Find out what that person does on the job.



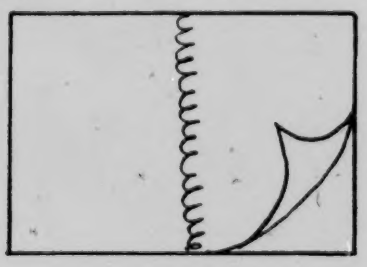
Would you like to find out more about this occupation?

yes ▶ Turn to DECIDE 25--Photographer



no ▶ Turn to another Thinking in Pictures occupation:

Occupation 26--Cartoonist
Occupation 27--Display Artist
Occupation 28--Commercial Artist



or ▶ Look at the Self-Inventory Chart in your CAP Program Guide. Select another job function to investigate.

Photographer

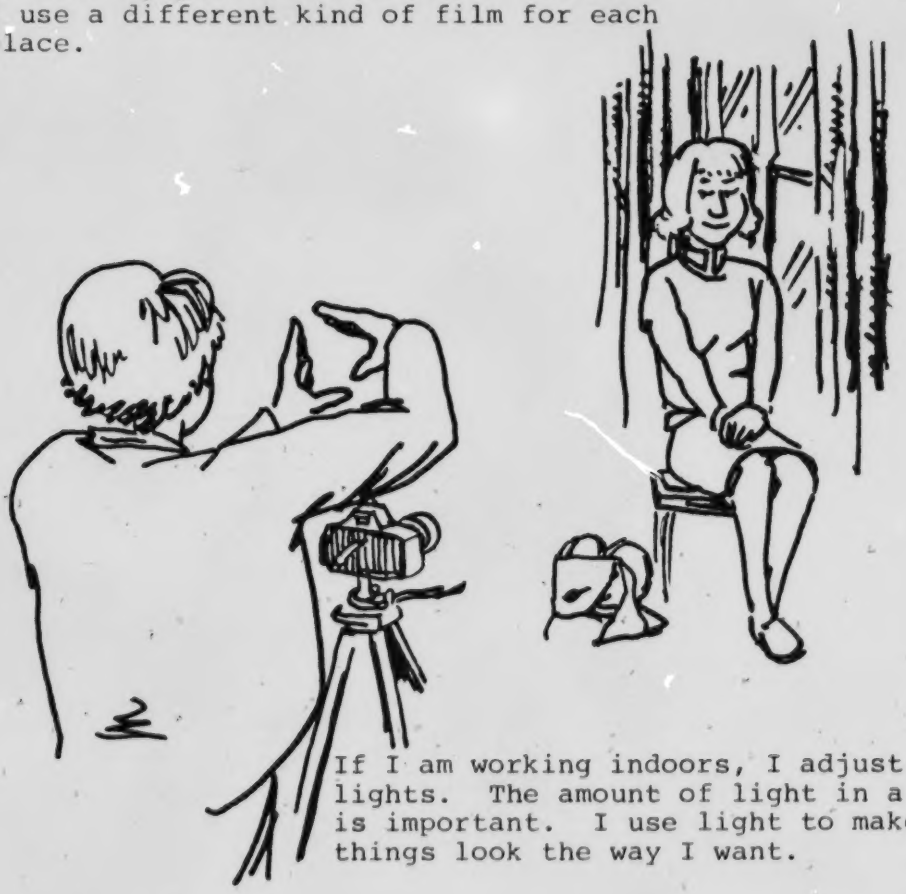
You did one of the tasks a photographer does. You cropped photographs. You made the things in the pictures seem more important. And you made the pictures nicer to look at. Photographers do many other things.

The next pages will tell you more. They will answer some questions you might have about a career as a photographer.

Talking with Dan McCory, photographer . . .

As you already know, my job requires both art and technical skills.

When I take a picture, I first choose my subject. This is the person or thing I am photographing. Then I decide where to take my picture--indoors or outdoors. I use a different kind of film for each place.



If I am working indoors, I adjust the lights. The amount of light in a room is important. I use light to make things look the way I want.

Then I use my technical skills. I adjust the camera. How I do this depends on the light and film I use. Many cameras are easy to adjust. But, some are very hard.

Next, I take the picture. Then I develop and print the film. This takes technical skill, too. I work in a room without light. This room is called a darkroom. I use all sorts of equipment.

Sometimes I crop the photographs. Cropping makes some pictures look better.

Do all photographers do the same things that you do?

Yes, although the way we work depends upon where we work. I work with customers. I find out what they want to have photographed. Then I set up my equipment. I decide where to place the things or people to be photographed. Later I help my customers choose the best pictures.

Some photographers work for newspapers. They must act quickly to get pictures of news as it is happening. Sometimes they take pictures of fires. Sometimes they take pictures of accidents or robberies. They must hurry to get to the scene of the news event. They try to photograph events while they are happening.

How did you prepare for your job?

There are many ways to become a photographer. I began taking pictures in high school. I belonged to a photography club. I also took courses in art.

Then I worked for a photographer. I worked for several years. I learned more about photography.

Other photographers learn photography in 2-year, 3-year, and 4-year schools.

What do you like most about your job?

I like to go to different places to do my work. I work indoors and outdoors. I take pictures of many different things. Children, flowers, and animals are some of the things I most enjoy photographing. Sometimes I take my best photographs to the art gallery. The gallery shows the ones they like best.

What do you like least?

I become annoyed when people do not keep their appointments. I schedule work for each hour of the working day. Then I know I can help all my customers. When someone does not keep an appointment, I waste an hour of my time. I think about the other work I could have planned for that hour. "No show" customers cost me time and money!

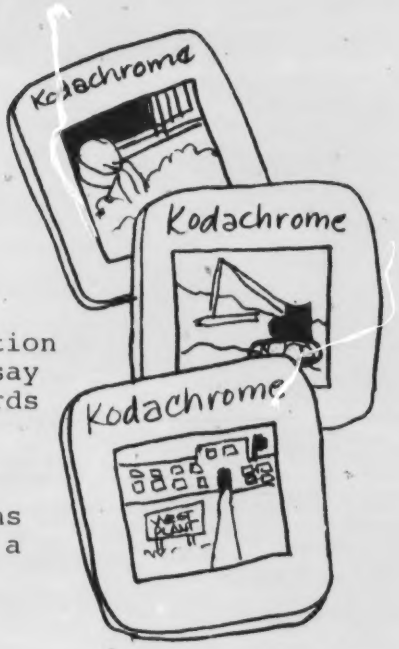
What hours do you work?

I work from 8:00 a.m. to 5:00 p.m., Monday through Friday. Many other photographers work different hours. Portrait photographers often work on Saturdays. News photographers work whenever there is news. That may be anytime--even in the middle of the night!

How much money do you earn?

Salary depends upon the kind of photography you do. It also depends on how good a photographer you are. And it depends on where you work. Beginning photographers may earn about $150 per week. Good photographers with a lot of experience may earn as much as $29,000 a year. They can earn even more if they have their own businesses.

What is the employment outlook?



The outlook for photographers is excellent. Most opportunities will be found in the areas creating the newest demand. For example:

Industry is using more video and motion picture photography. Pictures can say in an instant what it takes many words to describe.

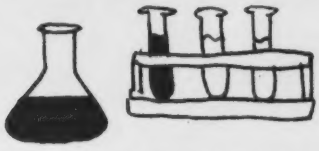
Businesses are using more photographs at their meetings. Photographs are a big help in explaining ideas and procedures.

There is also greater use of photography in

law enforcement work

and in

scientific and medical research.



Pictures can show what is happening at a given time. They make it easier to find new and better ways to do things.

Do you want to learn more about this job?

You can get more education:

- Take the following courses in high school.

  Photography:

  Many schools have courses in photography.

  Art:

  Courses in art will help you learn about things like design and color.

- Talk to a photographer.
- Take a photography course at the YMCA.
- Learn about different kinds of cameras.
- Learn about developing film.
- Learn about other jobs related to photography, such as . . .

  -TV camera person
  -photoengraver
  -phototypesetter

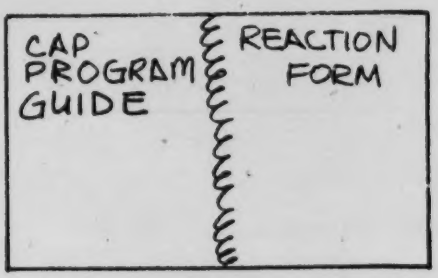
- Attend a technical school.
- Attend a school of art and design.
- Attend a university or college.

You can get some experience:

- Join a photography club.
- Work for a photographer.

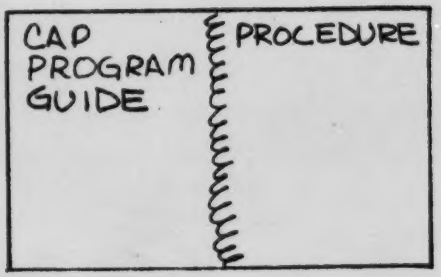
Now . . .

Turn to the Thinking in Pictures Reaction Form in your Program Guide. Answer the questions on the back of the Photographer sheet.



What Next?

How many occupations have you investigated so far? Turn to the Procedure section of your Program Guide. Find the directions that apply to you.

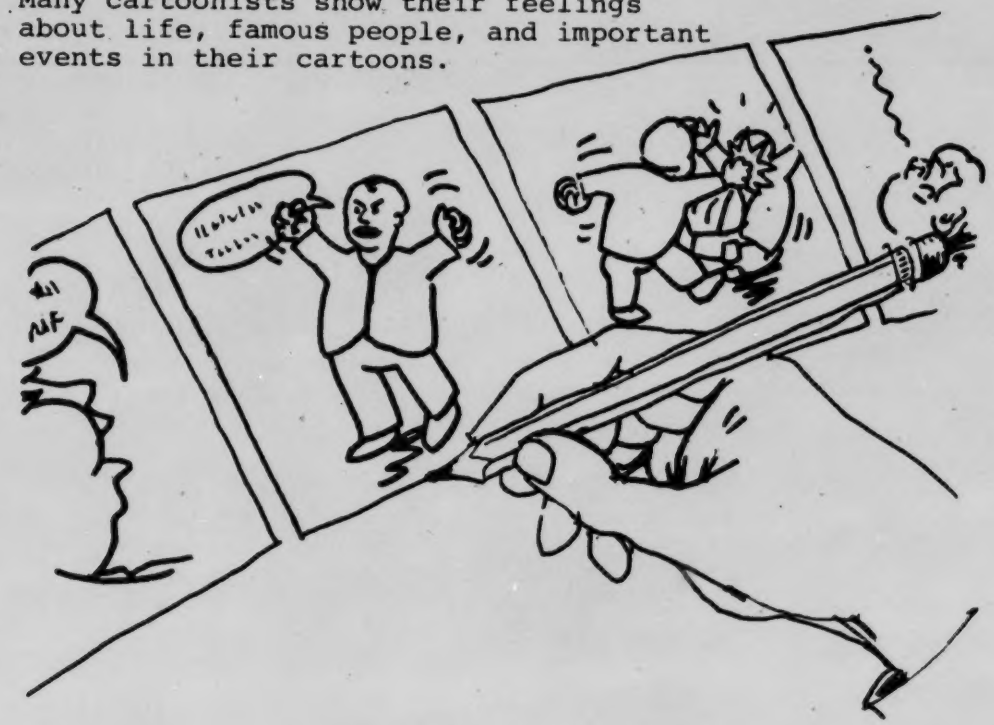


Enjoy the Career Alert Planning program!

Cartoonist

PERFORM 26

Cartoonists draw pictures. These pictures are called cartoons. Cartoons tell stories or show ideas. Some cartoons are funny. Others are serious. Many cartoonists show their feelings about life, famous people, and important events in their cartoons.



Cartoonists need good imagination and art skills to perform their responsibilities.

Responsibilities

1. Think of good ideas.
2. Sketch ideas.
3. Sequence pictures to tell a story.
4. Make final drawings.
5. Get approval from editor or other supervisor.

You will PERFORM these responsibilities as you do the following activity.

Imagine . . . YOU are a cartoonist.

You work for a newspaper. The paper is doing a series of stories about smoking. The editor says she needs a cartoon for a story about smoking. She tells you to create a cartoon that shows smoking as a problem.

Your task is to create a cartoon for a newspaper story.

This is what you must do:

Think of some ideas about how to present the topic

STEP 1.

Think about smoking. How do you feel about some of the problems that result from smoking?

STEP 2.

Think about ways to express your ideas. How can you show your feelings in pictures?

Sketch ideas

STEP 1.

Get your materials:

- -Pen or pencil
- -Blank sheet of paper

STEP 2.

Draw your cartoon. Try to make it surprising so it will get people's attention. Try to make your message strong enough for people to remember it.

Sequence pictures to tell the message

STEP 1.

Look at the pictures you drew.

STEP 2.

Place them in order so that they give the message you intend them to.

Make final drawings

STEP 1.

Get a clean sheet of paper and your drawing materials (pencil or pen).

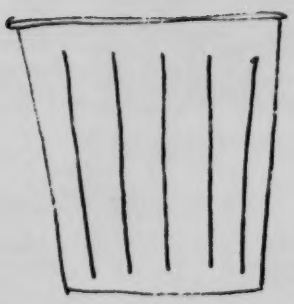
STEP 2.

Make good drawings of each picture. Make sure you draw them in the order you chose.

Get approval

STEP 1.

Show your cartoon to several friends.



STEP 2.

Ask them what they think about it. Does your cartoon have the effect you thought it would have?

STEP 3.

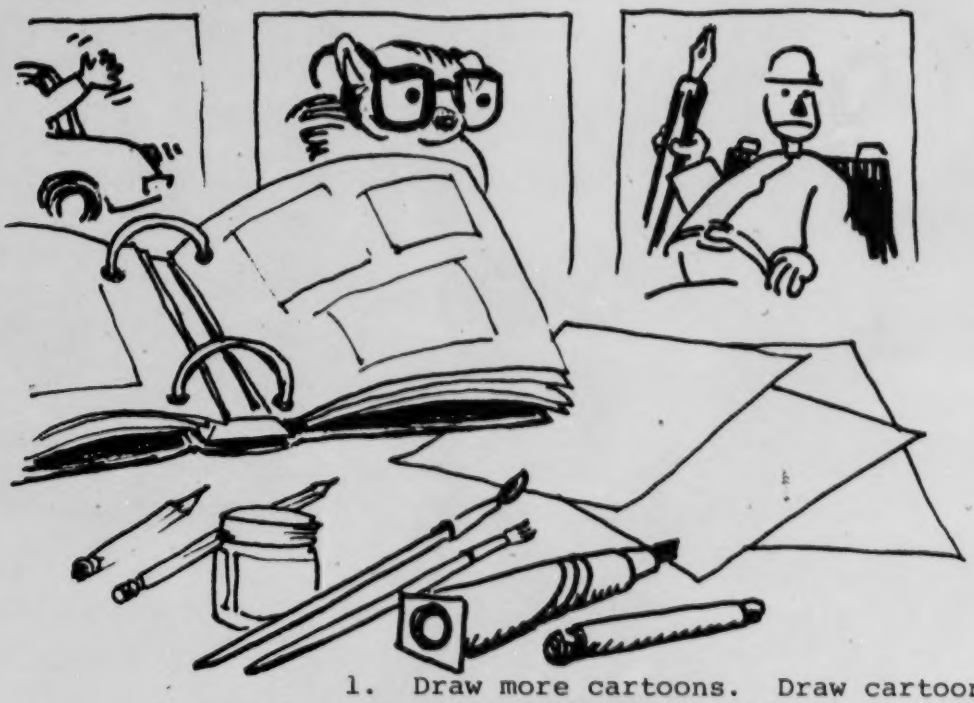
Make any changes you feel are necessary.

Now . . .

Turn to the Thinking in Pictures Reaction Form in your Program Guide. Find the Cartoonist page. Record your feelings about your interests and abilities in this activity. Return to this page.

Did you enjoy being a cartoonist? Yes? Then here are

Some other activities:



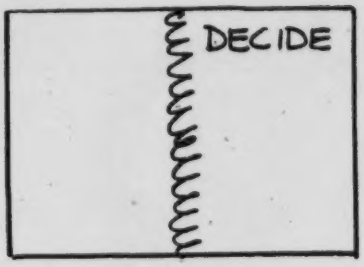
1. Draw more cartoons. Draw cartoons about funny things that happen to you or your friends, about problems, or about anything else. Keep a scrapbook of your cartoons.

2. Make posters and signs for your school clubs and activities.

3. Draw cartoons for your school newspaper.

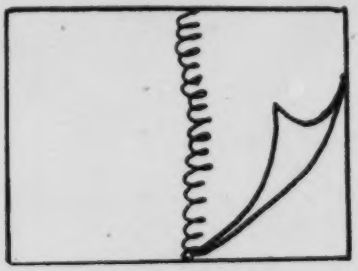
Would you like to find out more about this occupation?

yes ▶ Turn to DECIDE 26--Cartoonist.

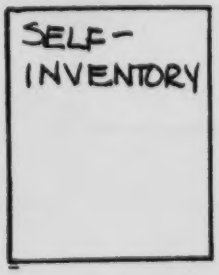


no ▶ Turn to another Thinking in Pictures occupation:

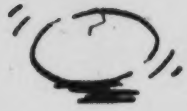
Occupation 25--Photographer
Occupation 27--Display Artist
Occupation 28--Commercial Artist



or ▶ Look at the Self-Inventory Chart in your CAP Program Guide. Select another job function to investigate.



Cartoonist



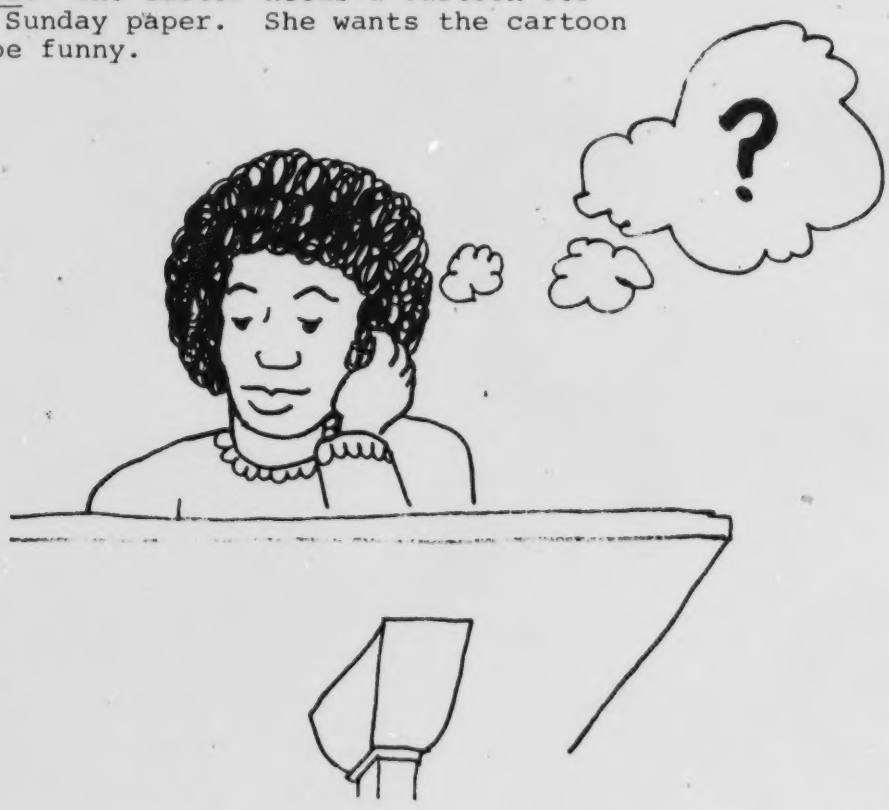
You just did part of a cartoonist's job. You drew a cartoon to go with a story. You turned an idea into a picture. To do that, you needed to be able to draw well. You used your imagination, too.

There is more to learn about a cartoonist's job. The next pages will tell you more. They will answer some questions about a career in cartooning.

Talking with Leona Tucker, a free-lance cartoonist . . .

I'm a "free-lance" artist. That means I work for myself. I don't go to an office every day. I can choose my own hours to work, too. Because I am self-employed, I have to find my own jobs. I talk to editors of newspapers and magazines. I try to sell them my cartoons. I try to talk them into hiring me to draw cartoons for them.

Today I'm working on a job for the Sun Times. The editor needs a cartoon for the Sunday paper. She wants the cartoon to be funny.



I may work for hours to think of an idea for the cartoon. Sometimes an editor tells me what idea to use. This time I can do what I like.

After I get an idea, I'll make a rough drawing to show the editor. I make sure the pictures are in the right sequence. If the editor likes the cartoon, I make a finished drawing. When all my work is done, I will give the cartoon to the editor to use in the Sunday paper.

How did you prepare for your job?

I took art classes in high school and at the art institute. I practiced drawing every chance I got. I drew cartoons for the school paper. I drew cartoons for the church bulletin. I even drew cartoons to advertise my dad's bowling banquet. All this experience gave me confidence in myself. I learned my cartoons could make people laugh. And, they could make people think!

I kept copies of everything I drew in a file called a portfolio. I take this portfolio with me when I look for a job. It shows people the kind of work I can do. I can draw many different kinds of cartoons. I feel good when people appreciate my talent.

Do all cartoonists do the same things that you do?

Yes and no. All cartoonists think of ideas. They draw. They show their ideas in pictures. However, not all cartoonists do the same types of cartoons.

Some cartoonists do "gag" cartoons. They must be able to draw something funny in one picture.

Some cartoonists do editorial cartoons. They must know what is happening in many parts of the world. Then they must draw pictures about what is happening. An editorial cartoon is serious. It shows an editor's ideas about the news.

Some cartoonists do cartoons or comic strips for television. They must be able to tell a story. They must write the story and draw pictures to go with it.

But, there are some cartoonists who are able to do all types of cartoons. These people have many talents and skills.

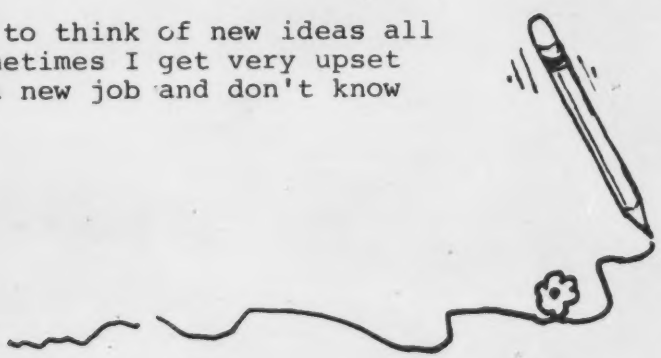
What do you like most about your job?

I love to do funny cartoons. I enjoy life. I can see a funny side to everything that happens. You see, I have a good sense of humor. I want to share that gift with other people. I want them to laugh and enjoy life, too. My cartoons can help them do this. That is very rewarding.

What do you like least?

When I'm working on more than one job I have to plan my time carefully. It can be hard to finish each cartoon on time.

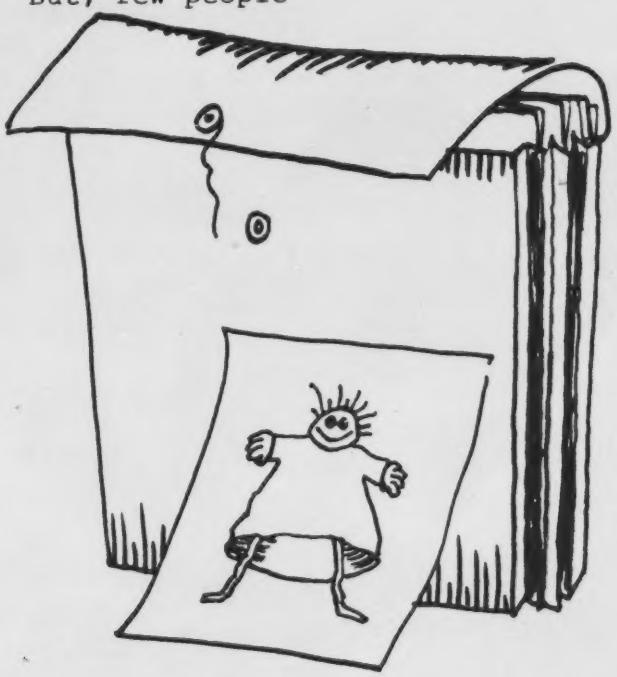
It isn't easy to think of new ideas all the time. Sometimes I get very upset when I start a new job and don't know what to draw.



How much money do you earn?

I'd say a good free-lance artist can make between $100 and $200 a cartoon. However, it is not easy to sell a cartoon. Some cartoonists are lucky to sell one a week.

Cartoonists working for newspapers sell their cartoons to more than one newspaper. Their pay per cartoon depends upon how many newspapers buy the cartoon. Very successful cartoonists can earn over $30,000 a year. But, few people are that successful.



What hours do you work?

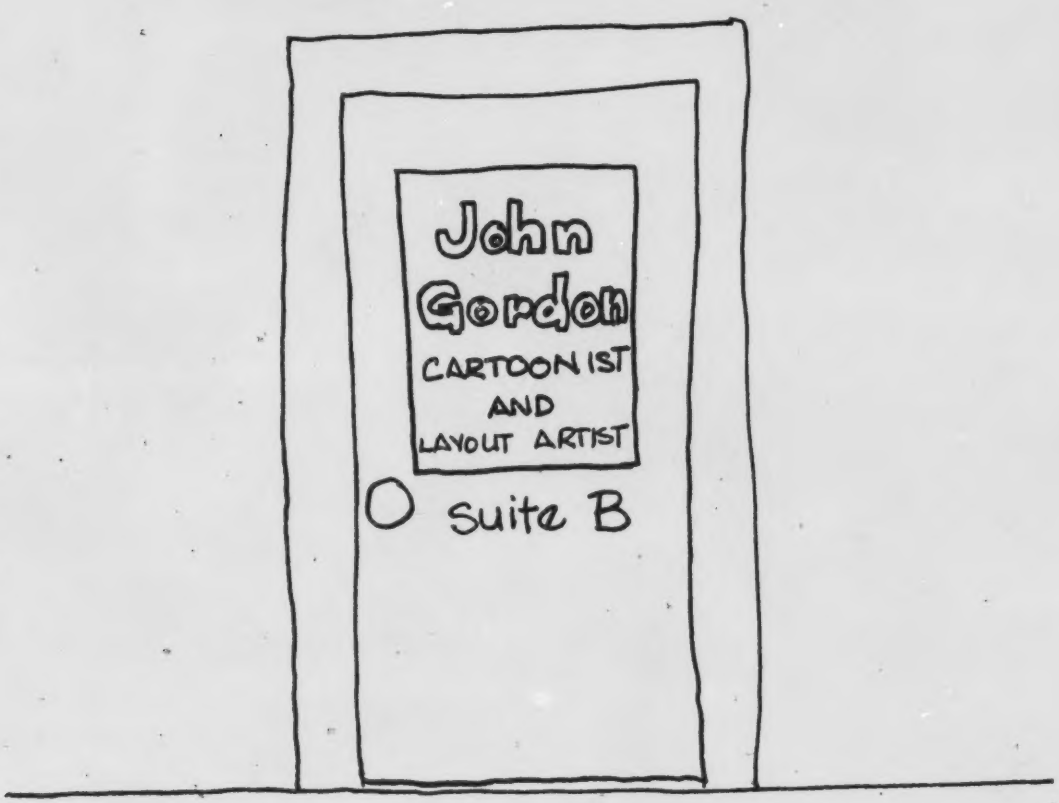
I work when I have a job to do. Sometimes I work 8-12 hours a day to get cartoons ready for a special job. However, some days I work only two or three hours. There are some days when I don't have a job. On these days, I try to think of new cartoons I could draw and sell to newspapers, magazines, or other customers. As a free-lance artist, my work hours are very flexible.

What is the employment outlook?

Not good. There are few jobs available in this occupation. And there is a lot of competition among the many talented cartoonists to get the available jobs.

Be aware of this if you want to be a cartoonist! You may want to combine this job with another job that you could work part time. Thus, you may need two different types of skills.

It is better to combine training in cartooning with other kinds of artistic skill training, too. The chances for employment are greater if a cartoonist has more skills to market.



Do you want to learn more about this job?

You can get more education:

- Take the following courses at your high school and/or art school.

  Art:

  A cartoonist needs to know a lot about art. A lot of practice in drawing is needed, too.

  English:

  A cartoonist must know how to tell a story.

  History and Social Studies:

  A cartoonist needs to know what is happening in the world.

  Psychology:

  A cartoonist should understand people.

- To find out more about cartooning, read:

  Meglin, Nick. The Art of Humorous Illustration. New York: Watson-Guptill, 1973.

- Explore other occupations related to cartoonist. Some of these jobs include . . .

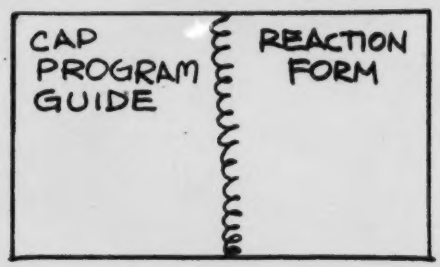
  -sports cartoonist
  -stained glass cartoon maker
  -quick-sketch artist
  -animator

You can get some experience:

- Get a summer job with a newspaper, helping a cartoonist.
- Try to sell your cartoons to newspapers or magazines. Apply for a job as an assistant to a cartoonist.
- Go to an art school, or study art at home through a correspondence course.

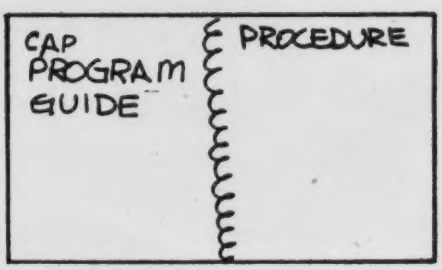
Now . . .

Turn to the Thinking in Pictures Reaction Form in your Program Guide. Answer the questions on the back of the Cartoonist sheet.



What Next?

How many occupations have you investigated so far? Turn to the Procedure section of your Program Guide. Find the directions that apply to you.

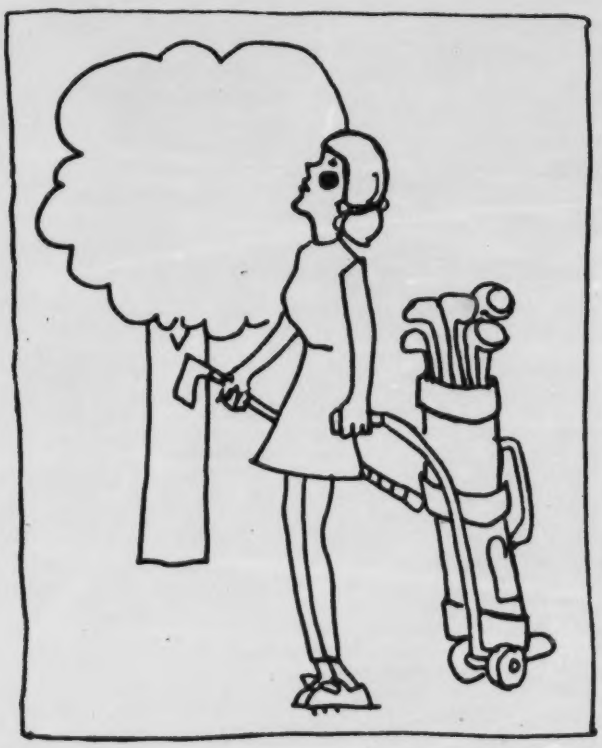


Enjoy the Career Alert Planning program!

Display Artist

PERFORM 27

Display artists design and make displays in store windows. They also place displays in different departments inside the store. These displays show what the store sells. They also make people want to buy things in the store. The display artist has many responsibilities.



Responsibilities

1. Plan the display.
2. Construct props for display.
3. Gather display items.
4. Arrange display.
5. Dismantle old displays.

You will find out more about planning the display as you PERFORM the following activity.

Imagine . . . YOU are a display artist.

A department store wants to have a sale on bicycles. The store needs a display in the main window to advertise the sale. You must design and make this display. Your first step is to decide how the finished display will look. To do this, you must draw several plans. Then you can select the best one.

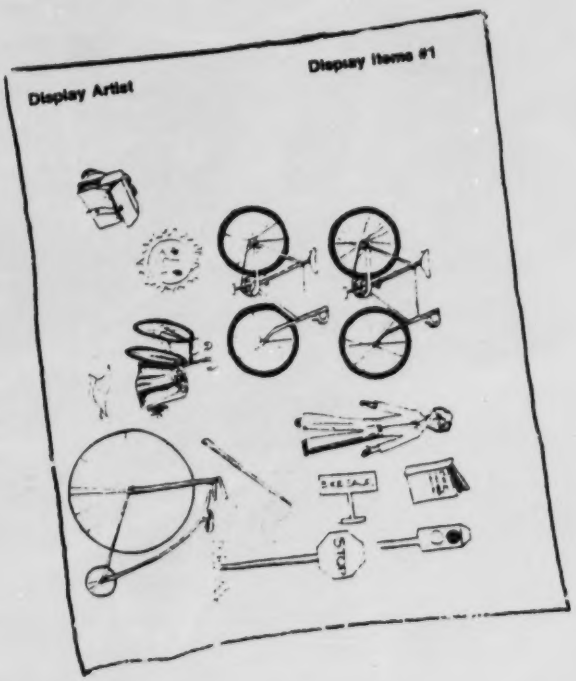
Your task is to create two plans.

This is what you must do:

Draw a number of items you might put in the first display

STEP 1.

Turn to Worksheet 27a, Display Artist.



STEP 2.

A display artist draws all the items in the plan and makes them all the right size. Imagine that you have already drawn these items. They are on Worksheet 27a.

Choose the items you want to use in the display

STEP 1.

Think about the purpose of the display. It is to make customers want to buy the bicycles that are on sale.

STEP 2.

Choose items that will attract the attention of many kinds of people. You want women, men, teenagers, and children to notice the display.

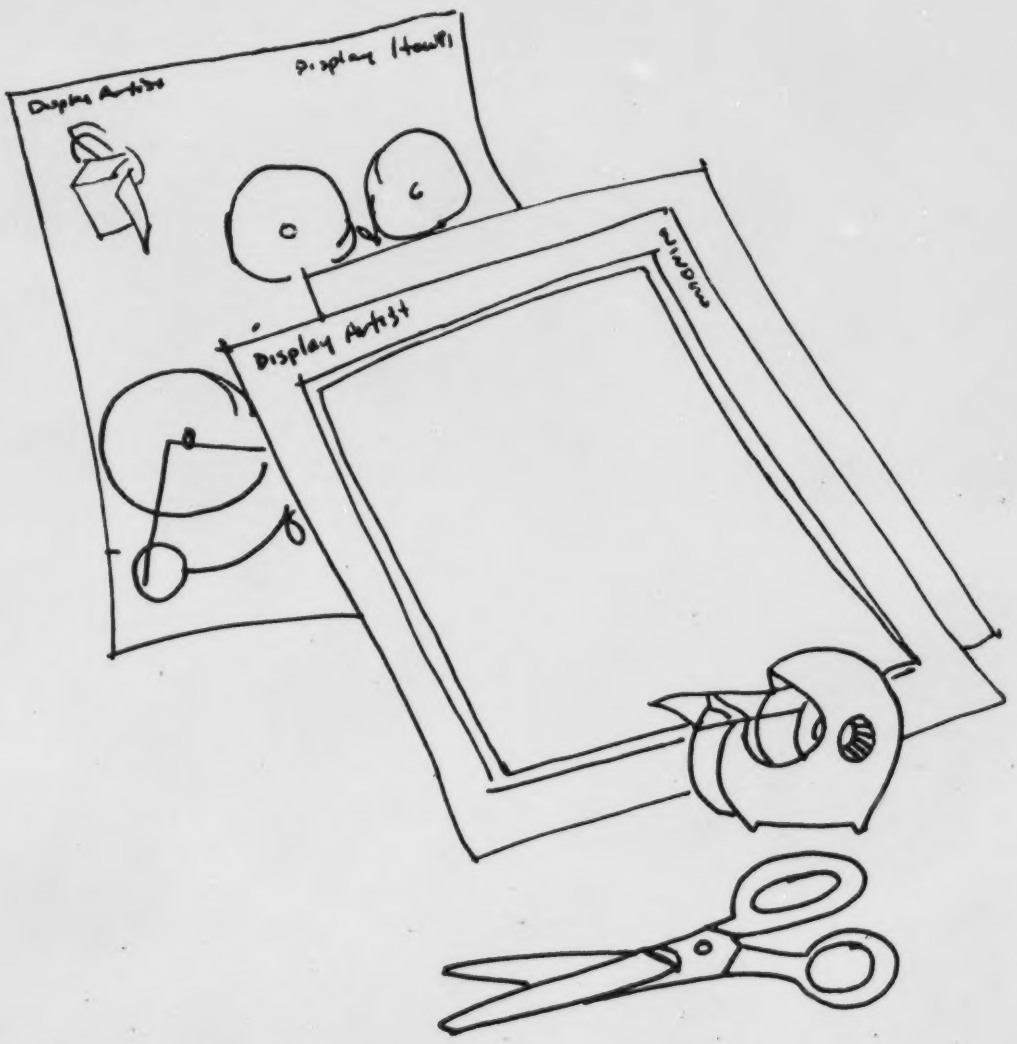
Arrange the display items

STEP 1.

Turn to the display windows on Worksheet 27c, Display Artist.

STEP 2.

Cut out the pictures you have chosen.

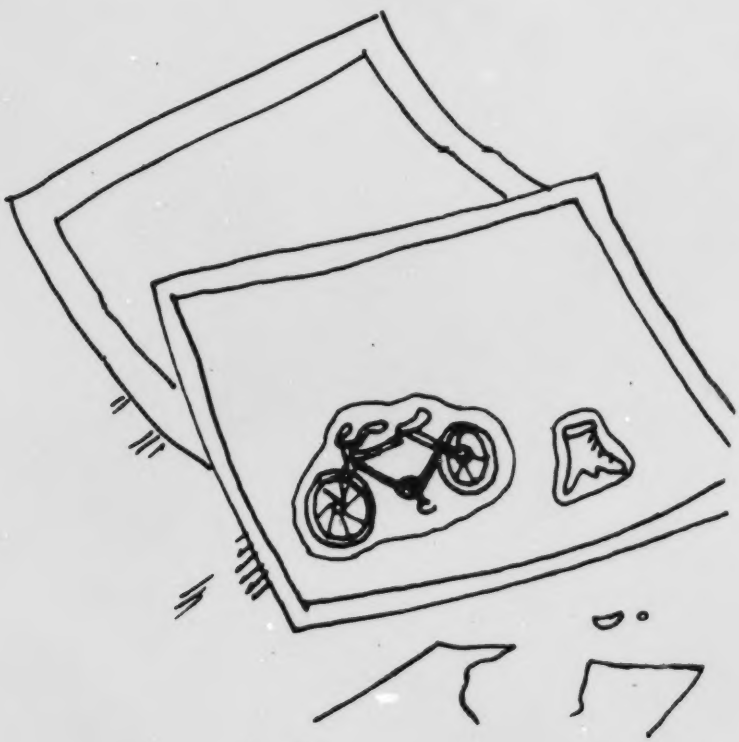


STEP 3.

Place the pictures on one of the display window pages. Make the display as interesting as you can.

STEP 4.

While you work, you may change your mind about which items to include in the display. If so, cut out other pictures you need.



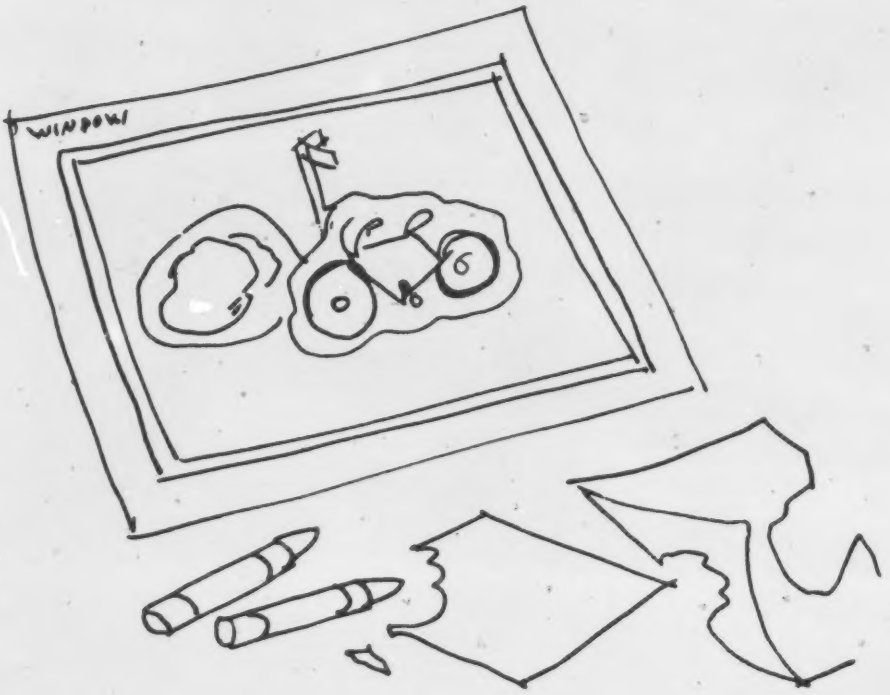
STEP 5.

Look at your plan. Do you think you have the best arrangement? Then tape or paste the pictures in place.

Do a second plan for the window display

STEP 1.

Turn to Worksheet 27b, Display Artist.



STEP 2.

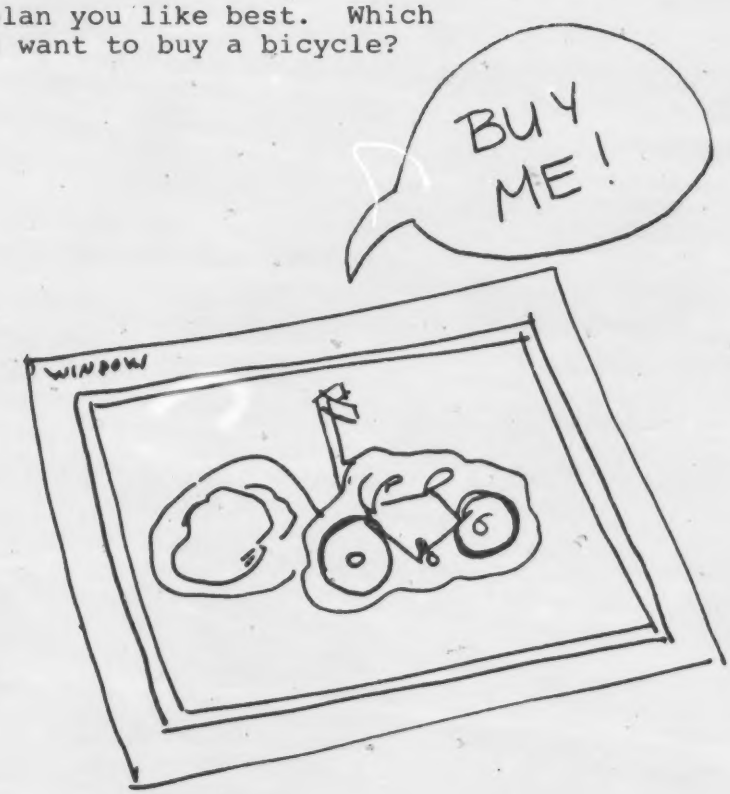
Follow the same steps you did to plan the first display. Again--

- -choose the items
- -cut them out
- -arrange them on the second page marked Display Window
- -paste them down

Select the plan you will use

STEP 1.

Decide what plan you like best. Which one makes you want to buy a bicycle? Why?



STEP 2.

Find out which plan your friends like. What about your plan makes them want to buy a bicycle?

Now . . .

Turn to the Thinking in Pictures Reaction Form in your Program Guide. Find the Display Artist page. Record your feelings about your interests and abilities in this activity. Return to this page.

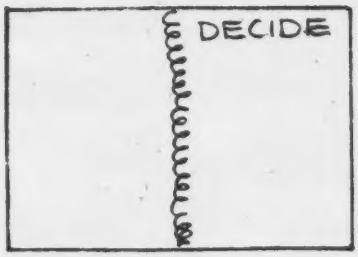
Did you enjoy being a display artist? Yes? Then here are

Some other activities:

1. Visit a department store. Look at the displays. Try to think of ways to make them better. How do displays change with the seasons or holidays?

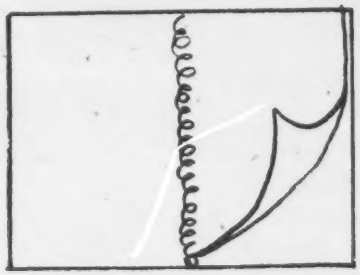
Would you like to find out more about this occupation?

yes ▶ Turn to DECIDE 27--Display Artist.



no ▶ Turn to another Thinking in Pictures occupation:

Occupation 25--Photographer
Occupation 26--Cartoonist
Occupation 28--Commercial Artist



or ▶ Look at the Self-Inventory Chart in your CAP Program Guide. Select another job function to investigate.

Display Artist

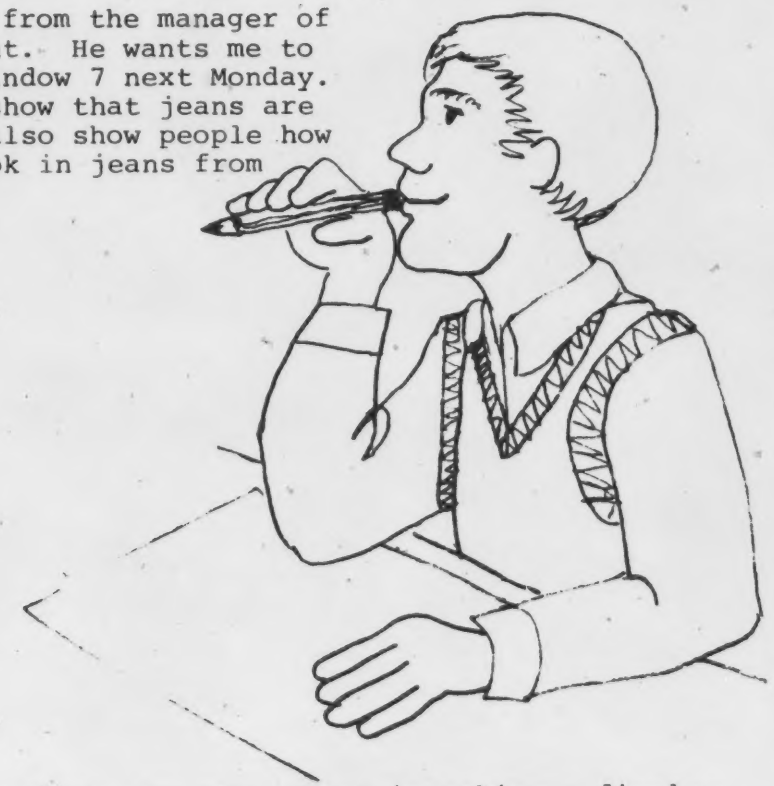
DECIDE 27

You just finished the first thing a display artist does to make a window display. You planned the display.

Making a plan for a display is only one part of a display artist's job. The next pages will tell you more. They will answer some questions about a career as a display artist.

Talking with Byron Green, a display artist at Stan's Department Store . . .

Today I got a note from the manager of the men's department. He wants me to put a display in window 7 next Monday. This display must show that jeans are on sale. It must also show people how nice they could look in jeans from Stan's.



There are many steps in making a display. First, I must decide what kind of a display will make people want to buy our jeans. Then I will plan everything for the display.

To do this, I think about the jeans and other display items in my mind. I decide which colors to use. I also decide where to put everything. Then I order the things I need to build the display. And, I gather the display items.

I make signs telling about the sale, too. When everything is ready, I arrange the pieces in the window to look like my plan.

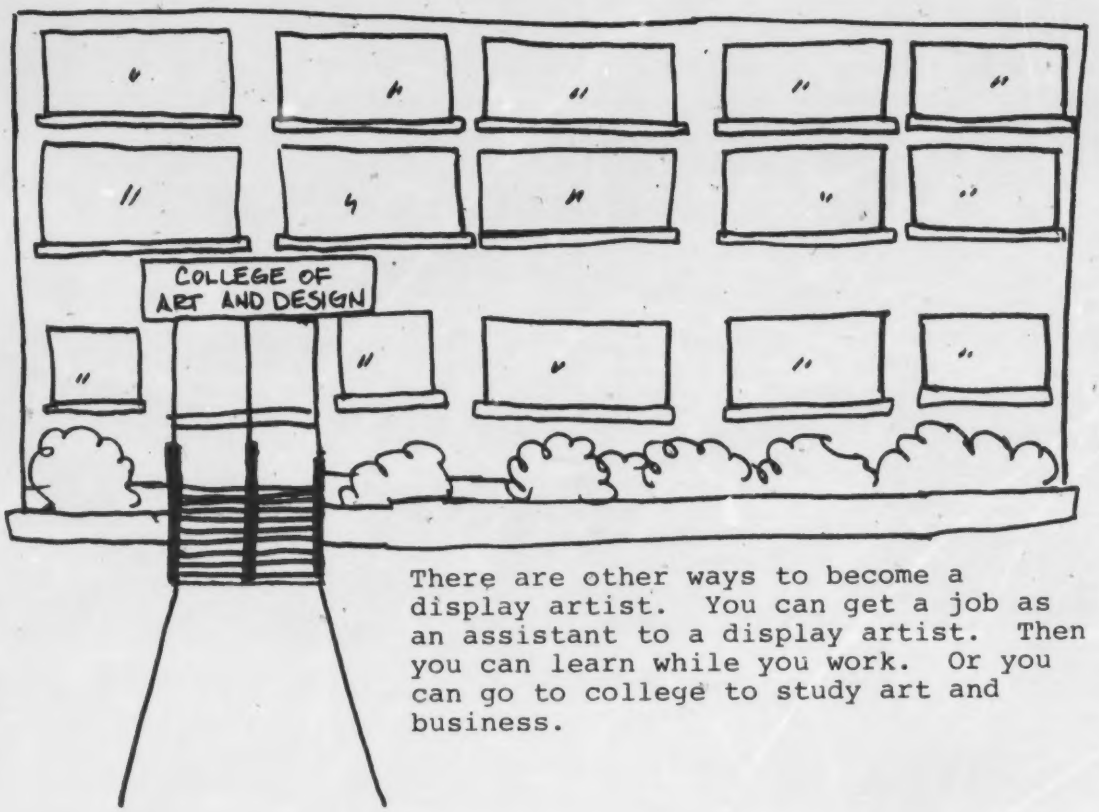
I hope people will like my display. I hope it will make people want to buy jeans at Stan's.

How did you prepare for your job?

First I graduated from high school. Then, I got a part-time job in a store while I went to art school. I studied for two years. I learned design skills. I also learned how to work with many art materials.

After I finished art school, I got a job. I worked as the display artist for a small store. I worked alone. I did all my own building and painting.

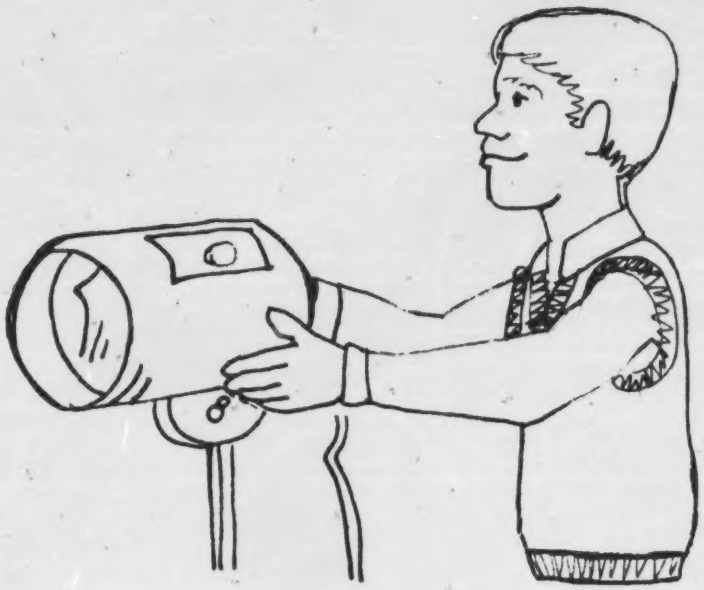
After two years I applied for a job at Stan's and was hired. My education, training, and experience helped me get the job.



There are other ways to become a display artist. You can get a job as an assistant to a display artist. Then you can learn while you work. Or you can go to college to study art and business.

What do you like most about your job?

It's really fun to see my ideas begin as a plan and become a display. I can admire my work every day as I walk past the display. I'm glad I can use my art skills.



What do you like least?

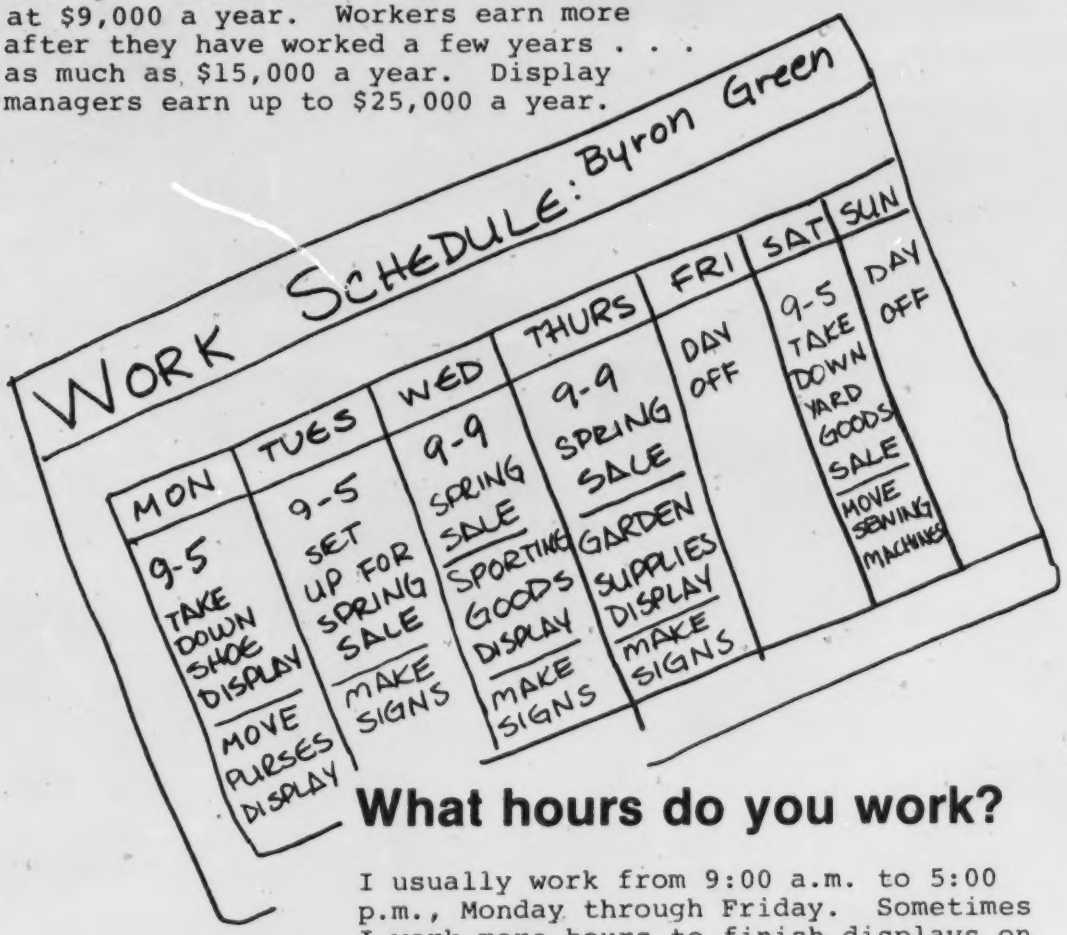
Sometimes I wish I could relax a little more. I am very busy. Stan's Department Store changes displays almost every week. That means I must work quickly. There is little time to relax.

Do all display artists do the same things that you do?

Yes. All display artists must be able to show their ideas in pictures, in plans, and in the final display. Then other people can understand the message given through the display.

How much money do you earn?

I earn about $14,000 a year. A high school graduate usually begins at about $130 a week. Someone who has gone to college or art school often starts at $9,000 a year. Workers earn more after they have worked a few years . . . as much as $15,000 a year. Display managers earn up to $25,000 a year.

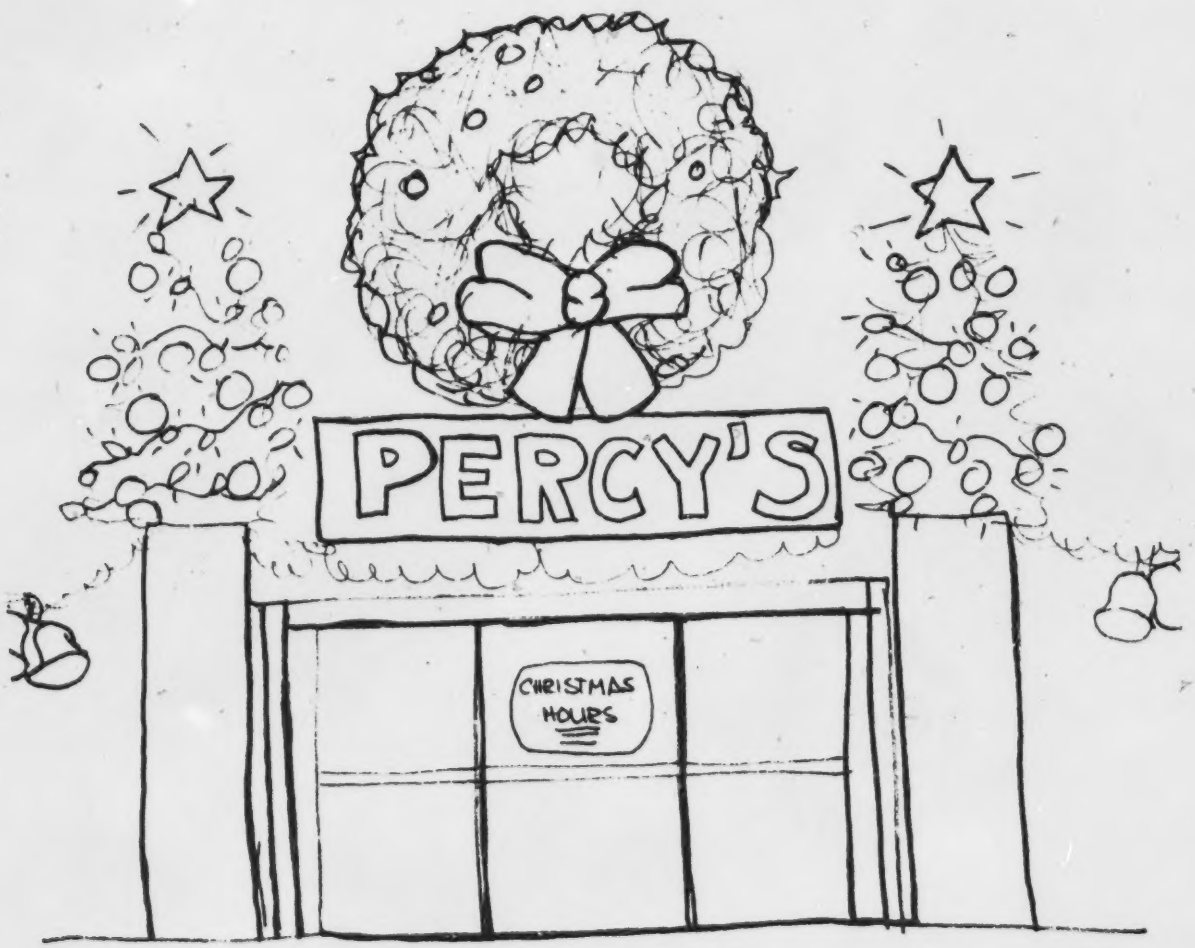


What hours do you work?

I usually work from 9:00 a.m. to 5:00 p.m., Monday through Friday. Sometimes I work more hours to finish displays on time. During busy seasons, such as Christmas, I work a lot of overtime. I work evenings and weekends to prepare special displays.

What is the employment outlook?

Good. Most jobs will be in large stores in metropolitan areas. Retailers will likely increase their use of visual aids to attract more customers. This means more use of window and in-store displays. Display artists will be in demand.



Do you want to learn more about this job?

You can get more education:

- Take the following courses in high school.

  Art:

  Display artists need to know a lot about art.

  Business:

  Display artists must know a lot about business.

  Industrial Arts:

  Display artists must know how to build props and other parts of window displays.

- Talk to the display artist in a big department store downtown.
- Learn about other jobs related to display artist. Some of these jobs include . . .

  -display manager
  -layout artist
  -package designer
  -set decorator

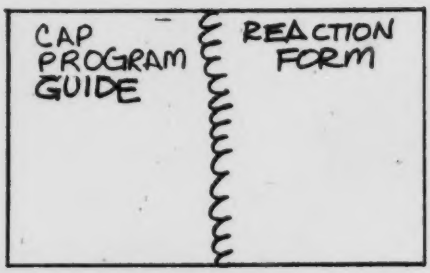
- Attend an art school.
- Attend a college or university that offers courses in art and business.

You can get some experience:

- Get a summer job working in a local department store. Learn about a display artist's job.
- Work on the stage crew at a school. Help to make props and sets for school plays.
- Apply at stores for a job.

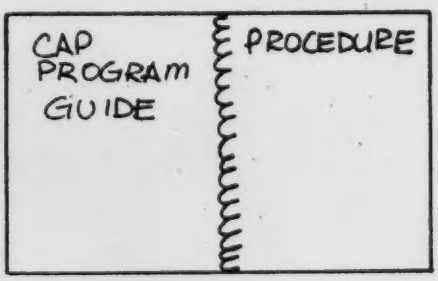
Now . . .

Turn to the Thinking in Pictures Reaction Form in your Program Guide. Answer the questions on the back of the Display Artist sheet.



What Next?

How many occupations have you investigated so far? Turn to the Procedure section of your Program Guide. Find the directions that apply to you.



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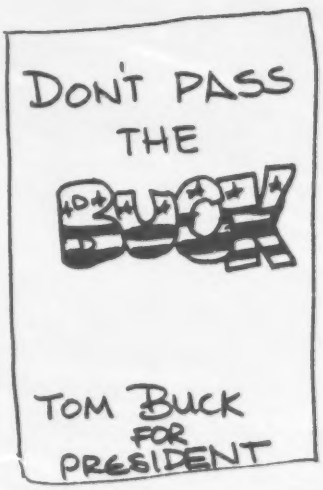
Commercial Artist

PERFORM 28

Commercial artists create drawings and designs. The customers who buy the drawings are businesses and others that need artwork. You can see commercial art in magazines, in newspapers, and on television. You can even see it on bags and boxes and on the sides of trucks.

Commercial artists have many kinds of art skills--like drawing, designing, and lettering. They use these art skills to perform many different kinds of responsibilities. Following are some responsibilities a commercial artist may have.



Responsibilities

1. Design advertisements.
2. Design greeting cards.
3. Do book illustrations.
4. Do technical drawings.
5. Develop a theme or idea for a campaign.

You will learn more about designing advertisements as you PERFORM the following activity.

Imagine . . . YOU are a commercial artist.

You work at a commercial art studio. You must design a special kind of advertisement for your customer. This advertisement is called a logo.

A logo is a symbol or picture that shows the company's initials or name. It helps to advertise the store. When people buy items, they carry them out in the store bag. The logo on the bag draws attention to the store name.

One of your customers is a clothing store called the Jean Scene.

The Jean Scene wants to have some colorful bags printed. They want the bags to be an advertisement for the store. They want the bags to show the name of the store in a logo.

You will design the new bags. You want to give the store at least two designs to choose from.

Your task is to design two bags for your customer.

This is what you must do:

Design the symbol for the logo

STEP 1.

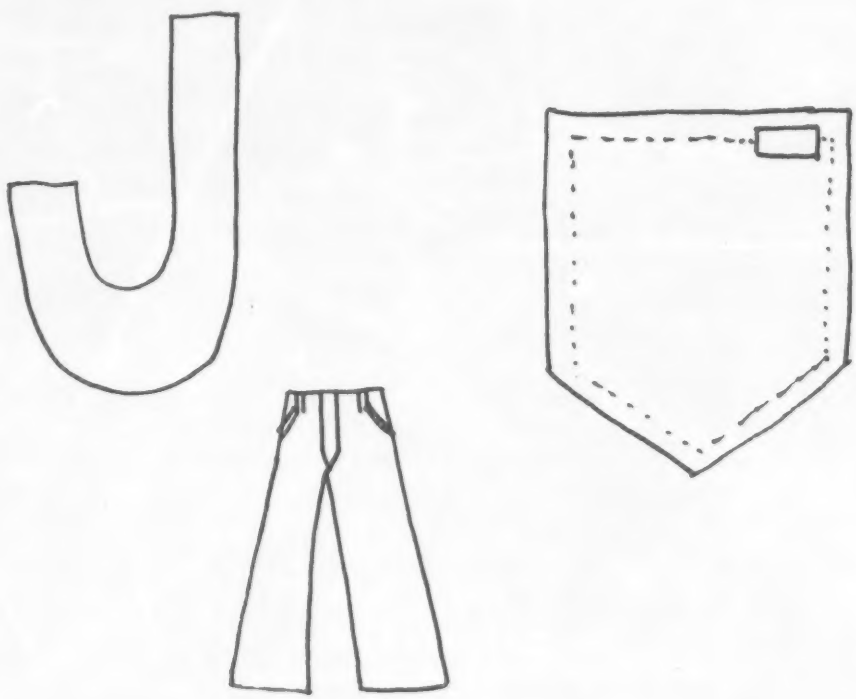
Think about the store. What do you want people to think about the store? What pictures will help people to know about the store?

STEP 2.

Draw some pictures on a sheet of paper.

STEP 3.

Circle the one you like the best.

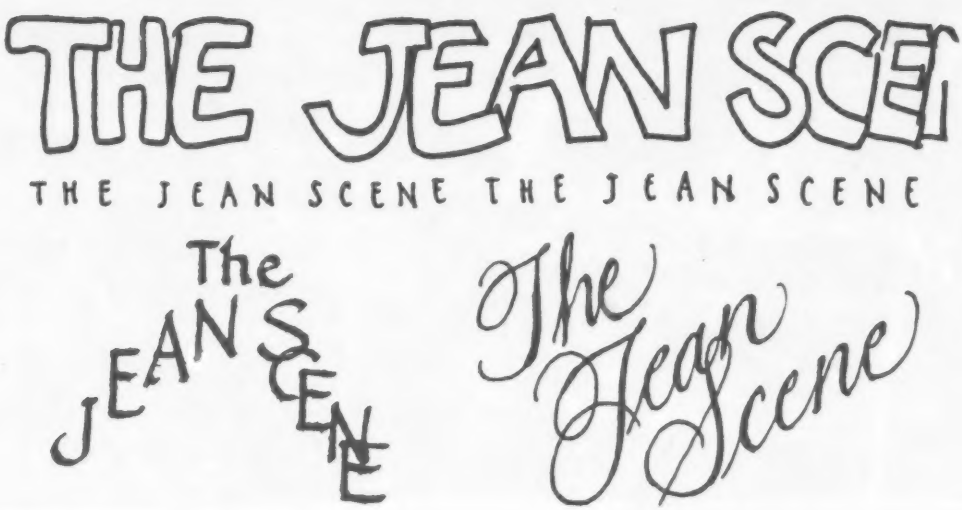


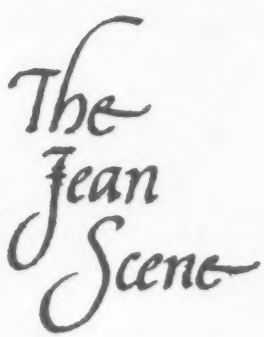
Prepare lettering of the store name

STEP 1.

Write the store's name, The Jean Scene, on another sheet of paper. Look at the name.

How many ways can you write that name?
Will you use big letters . . . or small?
Will the letters slant up . . . or down?
What writing style will you use?





STEP 2.

Try out some of these ways.

STEP 3.

Decide which way you like the best.
Circle it.

Arrange the symbol and name to form the logo

The Jean Scene

STEP 1.

Look at the symbol you circled. Then, look at the lettering of the store name you circled. You will put the two together to make the logo.

STEP 2.

Think about how the symbol and name will look together. How will you arrange them?

-next to each other?

-the name written on the symbol?

-the symbol drawn on the name?

STEP 3.

Arrange the symbol and name in several ways on a blank sheet of paper.

STEP 4.

Choose the one you like the best.

Position the logo on the bag

STEP 1.

Get another sheet of paper. Pretend your paper is one side of the bag.

STEP 2.

Think about how much space you want to use for your logo. Do you want to use a lot or a little?

STEP 3.

Decide WHERE to place your logo on the bag:

- -At the top of the bag?
- -At the bottom?
- -On the left or right side?
- -In the middle?

STEP 4.

Try several ideas. Choose the one you like best.

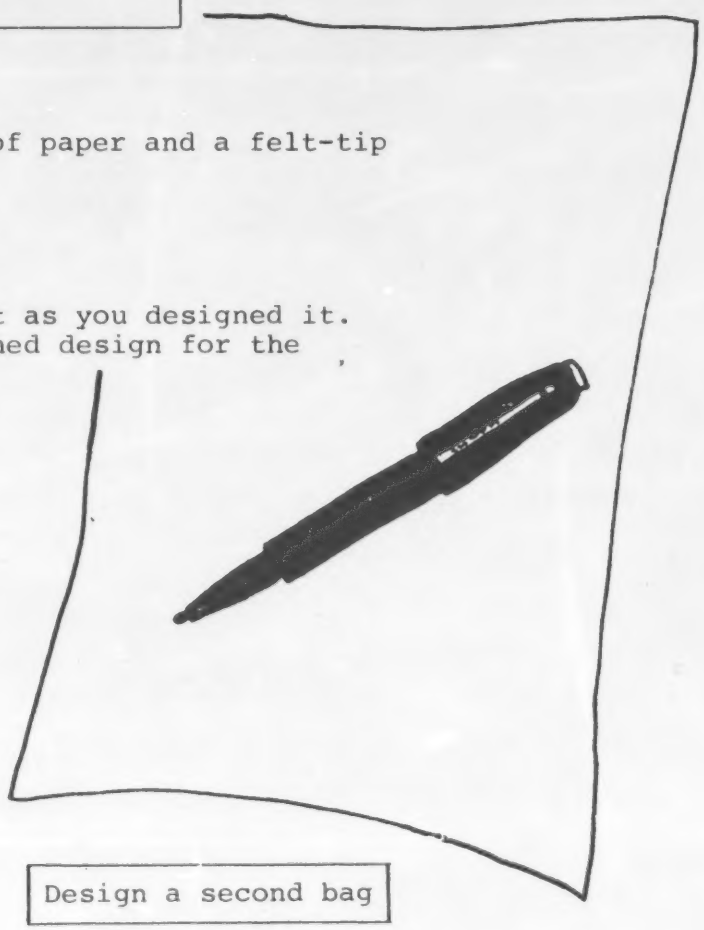
Prepare the finished design for the first bag

STEP 1.

Get a clean sheet of paper and a felt-tip pen.

STEP 2.

Draw your logo just as you designed it. This is your finished design for the first bag!



Design a second bag

STEP 1.

Look at some of the other ideas you had for the store bag. You can use them for your second design.

STEP 2.

Create a design for a second bag the same way you did for the first bag.

Now . . .

Turn to the Thinking in Pictures Reaction Form in your Program Guide. Find the Commercial Artist page. Record your feelings about your interests and abilities in this activity. Return to this page.

Did you enjoy being a commercial artist? Yes? Then here are

Some other activities:

1. Design a cover for one of your books or records. Draw a logo on the cover.

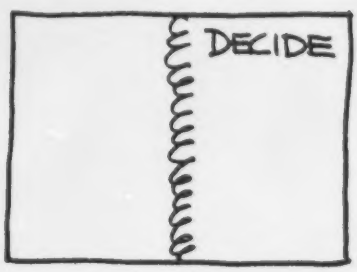
2. Design a new wrapper for your favorite candy bar or chewing gum.

3. Look for logos in magazines and newspapers. Make a collection of logos. They may help you create your own designs.

4. Visit a commercial art studio. Ask a commercial artist to tell you more about this job. Watch the artist work.

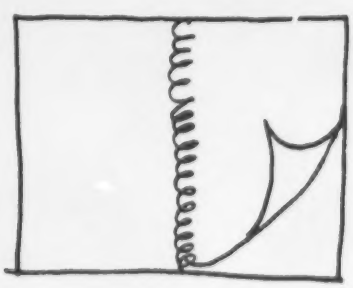
Would you like to find out more about this occupation?

yes ▶ Turn to DECIDE 28--Commercial Artist.



no ▶ Turn to another Thinking in Pictures occupation:

Occupation 25--Photographer
Occupation 26--Cartoonist
Occupation 27--Display Artist



or ▶ Look at the Self-Inventory Chart in your CAP Program Guide. Select another job function to investigate.

Commercial Artist

DECIDE 28

Commercial artists do many things. You did one of those things. You designed a bag for a store.

Do you want to know more about a commercial artist's job? Then read the next pages. They will help you DECIDE if you would like a career as a commercial artist.

Talking with Susan Yee, art director at Studio II . . .

I'm the art director. I make ideas into designs. Then I give the designs to my staff to work on.

I work for an advertising agency. People in business come to us to get artwork they need. They give us an idea of what they want. Then we make their ideas into designs.

Today we started to develop a magazine ad for a large company. This will take a lot of work. We will study the company. We will learn about the products it makes. We will also find out about the people who buy the products.

After we have learned these things, we will design the ad. The ad should "fit" the company. It should also be attractive and interesting. It should make people remember the company.

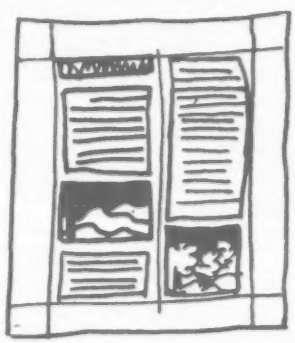
We will design two or three ads. We'll show them to the owner of the company. He will decide which design he wants to use in the magazine.

Do all commercial artists do the same things that you do?

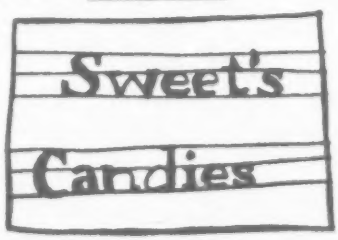
No. I am the art director. That means I direct (or supervise) other workers. I have several commercial artists working for me. They help me by making finished artwork from my designs.

One worker draws the pictures I need for an advertisement. We call this person an illustrator.

Another worker arranges the drawings, photographs, and printed material to be used in the ad. This person pastes in place the different parts of artwork. We call this person a layout artist.



Another worker, called a letterer, does the lettering.



In a small company, one commercial artist may do all the work. I work for a large company. Here the workers share the work. We use our own special skills to do the work we do best. Each person on our staff is important. It takes many skills to make a good ad.

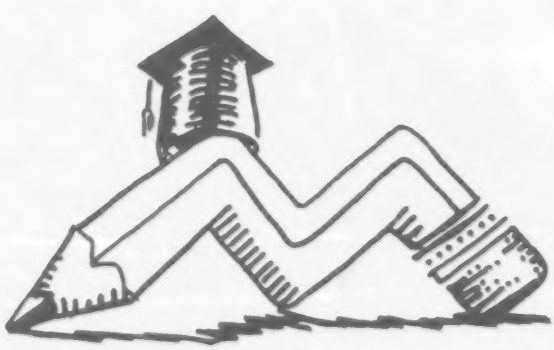
Commercial artists work for different kinds of companies as well as for different sizes of companies. Commercial artists work for advertising agencies . . . printing firms . . . movie studios . . . and many other places. Some commercial artists teach in art schools. Other commercial artists work for a number of businesses. These workers are self-employed. That means they work for themselves.

How did you prepare for your job?

Training is very important. After I graduated from high school, I applied to art school. I talked with the admissions officer. I explained why I wanted to go to art school. I talked about my interests and abilities. I showed examples of my work. Then I was told I could enter the school.

The first year of art school I studied about art. I learned about color, design, and the use of art media. The next year I studied about specific kinds of art. I learned about advertising design, graphic design, lettering, and illustrating. I learned many important skills at art school. Most art schools offer a two-year program.

Some people go to college to get training. They study for four years. Then they get a degree in commercial art.



How much money do you earn?

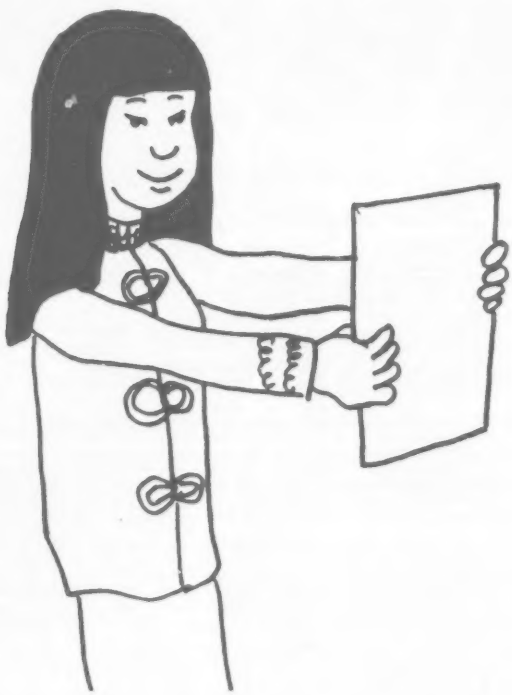
I earn $520 per week. That is about $27,000 a year. Art directors usually earn from $480 to $580 per week.

Workers who have no training beyond vocational school earn minimum wage. That is about $7,000 a year. College graduates or graduates of two-year art schools earn about $11,000 a year. Once commercial artists have some experience working, they can earn from $11,000 to $22,000 a year.

You can see there is a lot of opportunity for advancement in commercial art. Good training is important. Commercial artists must be able to work well with other people. They must be able to work quickly to finish work on time. These work maturity skills are as important as art skills if you want to succeed as a commercial artist.

What do you like most about your job?

I really enjoy finding new ways to say something. I think it's a lot of fun to do artwork for people and businesses. I learn as much as I can about my customers. Then, I try to think of a design that will please each one. When the work turns out well, I feel great!

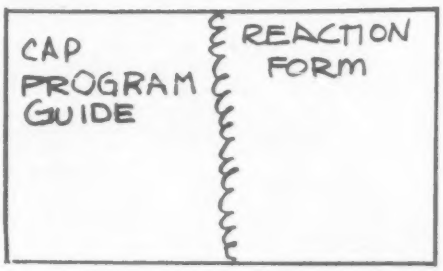


What do you like least?

Sometimes I don't have much time to finish a job. When that happens, I often work many extra hours. I get very tired. If my work turns out well, it's worth it!

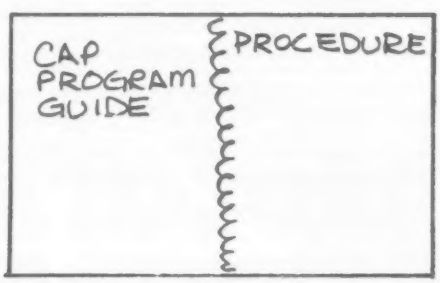
Now . . .

Turn to the Thinking in Pictures Reaction Form in your Program Guide. Answer the questions on the back of the Commercial Artist sheet.



What Next?

How many occupations have you investigated so far? Turn to the Procedure section of your Program Guide. Find the directions that apply to you.



Enjoy the Career Alert Planning program!

Do you want to learn more about this job?

You can get more education:

- Take the following courses in high school.

  Art:

  A commercial artist needs to know about design, drawing, color, and lettering.

  Writing and Spelling:

  It is important to be able to use language well in commercial art.

- Visit a commercial art studio (business) in town. Watch what the artists do.
- Ask your art teacher about classes given at local museums or art galleries.
- Find out more about a career in Commercial Art. Read: Biegeleisen, J.I., Careers and Opportunities in Commercial Art. New York: E.P. Dutton & Co., Inc., 1963.
- Learn about other jobs related to commercial artists. Some of these jobs include . . .

  -advertising layout person
  -wallpaper artist
  -art teacher

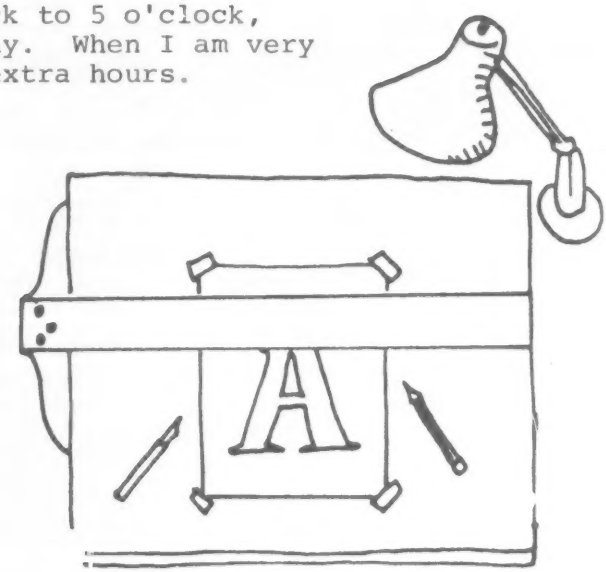
- Attend an art school.
- Attend a college that offers commercial art courses.
- Study at home by taking courses offered by a correspondence school.

You can get some experience:

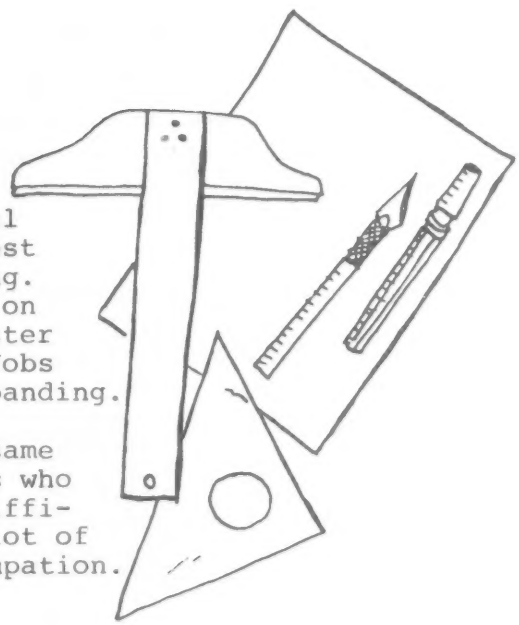
- Join an art club in high school.
- Volunteer to help design flyers and other media for political campaigns, charity benefits, and so forth.

What hours do you work?

I work from 8 o'clock to 5 o'clock, Monday through Friday. When I am very busy, I often work extra hours.



What is the employment outlook?



The outlook is good for commercial artists who have many skills. Most jobs will be in visual advertising. That includes areas like television graphics, packaging displays, poster displays, and window displays. Jobs in industrial design are also expanding.

However, the outlook is not the same for all job seekers. Individuals who have little training will have difficulty finding work. There is a lot of competition for jobs in this occupation.